SEPTEMBER

1949

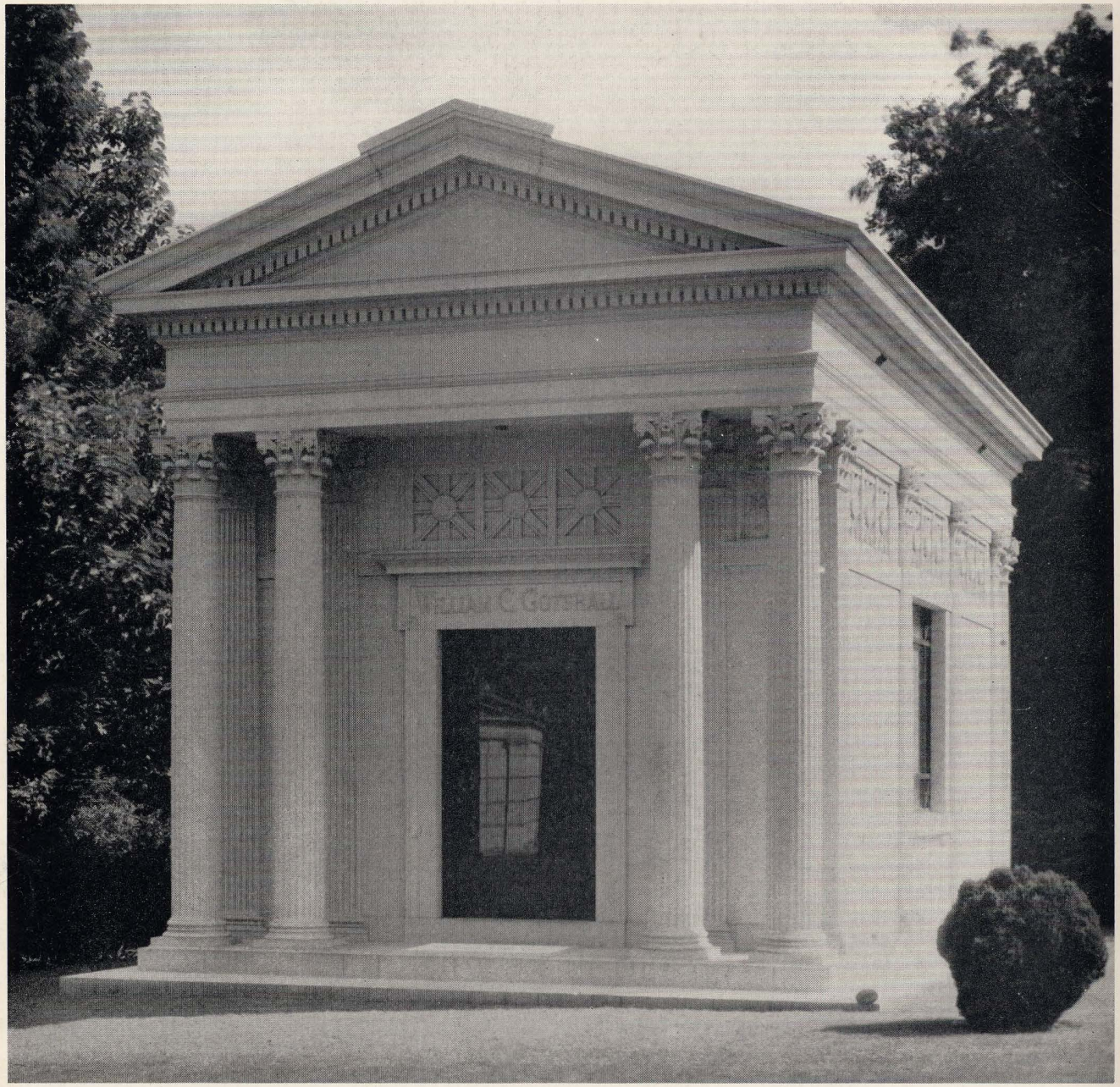
Monumental NEWS-REVIEW

Combining

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW



CLASSIC ARCHITECTURE AT ITS BEST

Recalling the magnificent Corinthian Architecture of the ancients, the most decorative of all the Classic Orders, the Gotshall Mausoleum rightly assumes a foremost position as one of the finest and most beautiful memorials in New York's famous Woodlawn Cemetery. In choosing Wetmore & Morse Certified Select Barre Granite for this stately structure, the Gotshall family followed the example set by the builders of innumerable other outstanding mausoleums and memorials throughout America.

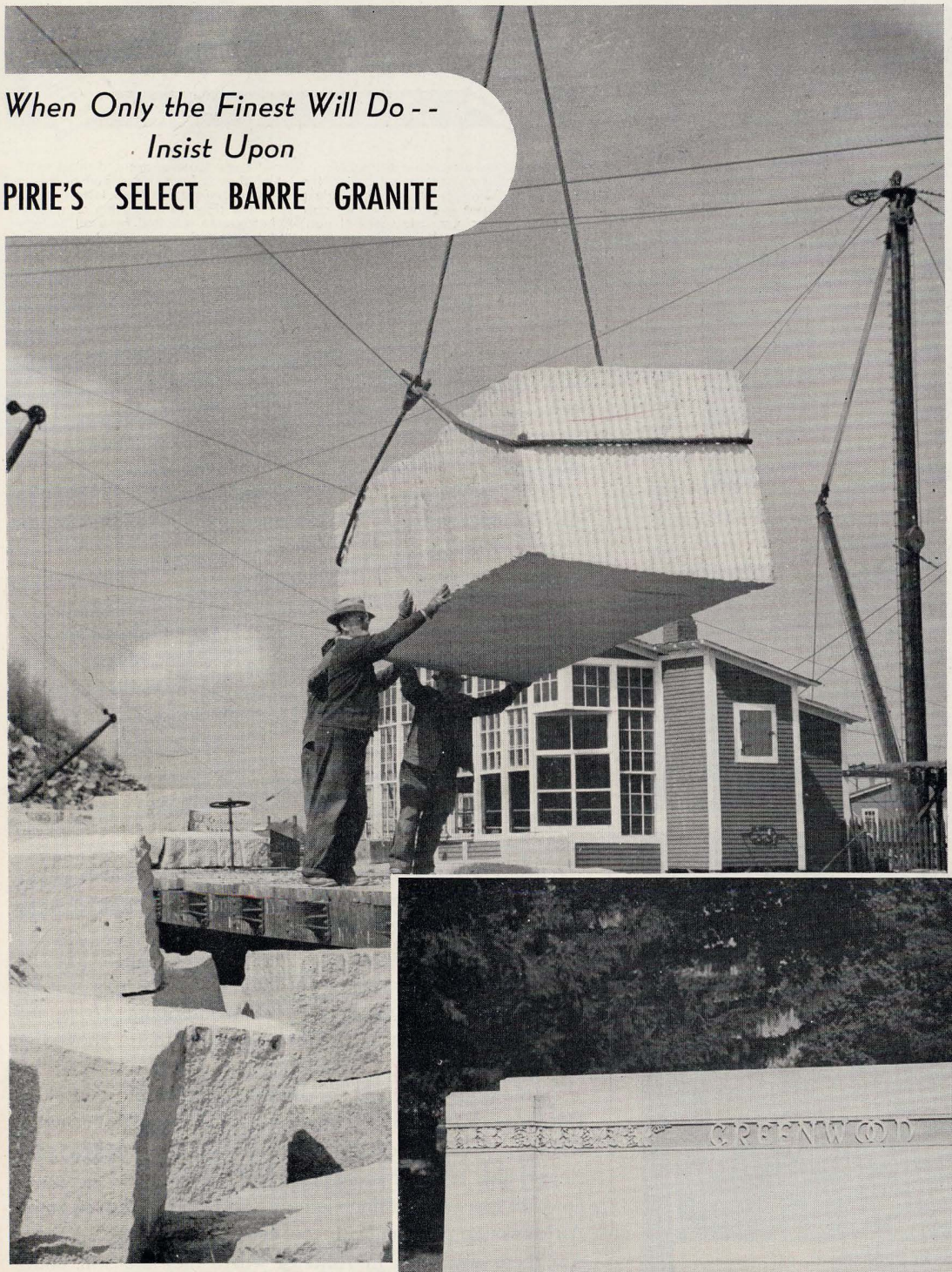
Probably the largest private mausoleum manufactured in Barre in the past 25 years, the Gotshall structure was fabricated by the Valz Granite Company for the Presbrey-Leland Studios of New York City. Some idea of its imposing size may be realized from the fact that its roofstones were approximately 40 feet in length, each occupying a railroad flat car when shipped.

WETMORE & MORSE QUARRY

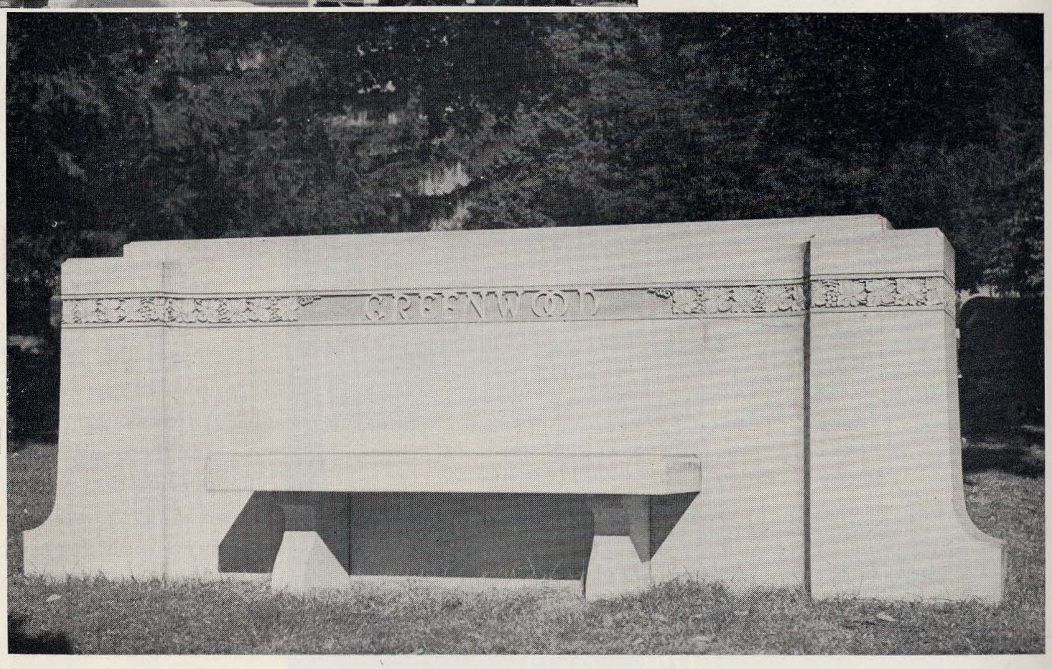
DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

When Only the Finest Will Do - -
Insist Upon
PIRIE'S SELECT BARRE GRANITE



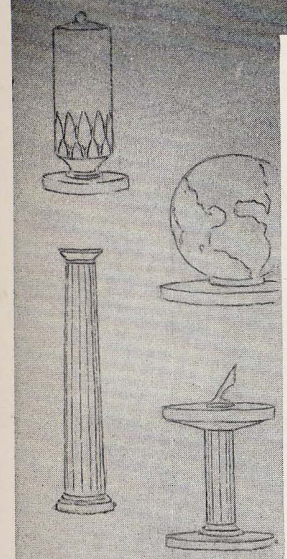
The Greenwood Exedra
was manufactured by E. J. Batchelder Co., Inc., of Barre, Vt., for the Walker Granite Co., of Tunkhannock, Pa., using Pirie's Select Barre Granite.

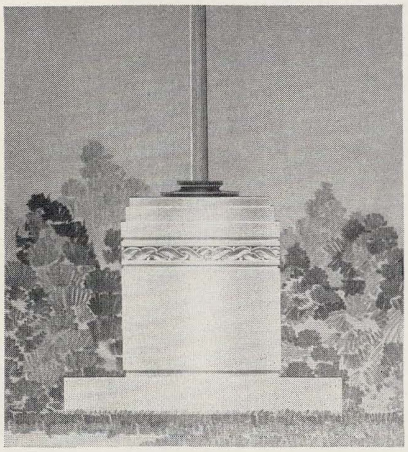


J. K. PIRIE ESTATE...BARRE, VT.

Quarriers of Pirie's Select Barre Granite

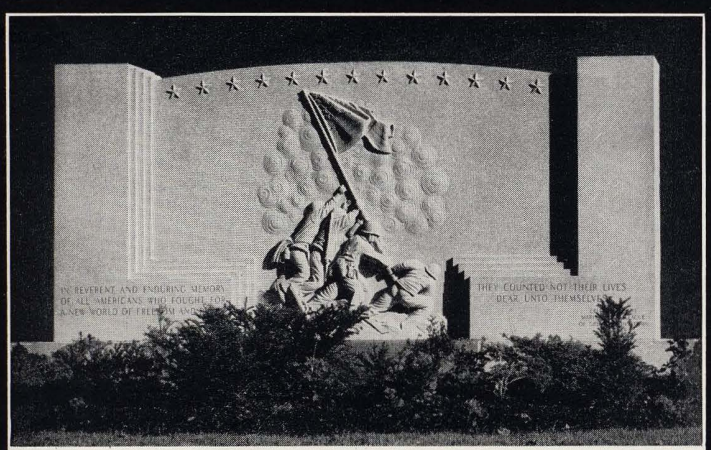
FOR THE FINEST IN TURNED WORK





This is one type of memorial suited to our production.

Crearson & Lane Co.
INCORPORATED
BARRE, VERMONT
IN CONSTANT OPERATION SINCE 1897



THE IWO JIMA WAR MEMORIAL AT JOHNSTOWN, PA.
COPYRIGHTED DESIGN 1949, CHIOLDI GRANITE CO.

Finer Monuments and Mausoleums

CHIOLDI GRANITE CO.
BARRE, VERMONT

LETTERS TO THE EDITOR

These columns a monthly Monumental News-Review feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial. While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature. Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

"THANK YOU, MR. SCHWARTZ"

Monumental News-Review:

It is with sincere pleasure for all of your courtesies and for your splendid interest in every nature of effort put forth in behalf of our industry, that we congratulate you on this most recent issue of your publication so fully describing the program and the activities which were to be the course of the Monument Builders Convention just completed. Believe that this splendid publicity had no small part in making for the success of this gathering.

With the kindest personal regards,

Very truly yours,

HARRY C. SCHWARTZ
President, M.B.A.
Harry C. Schwartz Memorials
22-24 Mechanic Street, Lebanon, Ohio

A REQUEST FROM SOUTH AFRICA

Monumental News-Review:

As I am a very keen follower of the *Monumental News-Review,* I wish to get in closer contact with American monumental firms and herewith beg you to give me a little information regarding the monumental trade.

According to many articles I've read and also the class of work I've seen you doing, I am quite convinced that you are more advanced in America than we are in South Africa, and therefore I very much desire to acquire more knowledge regarding the trade.

I am a letter cutter and am seeking employment in America. Have a knowledge of all types of modern lettering including Hebrew, Greek, Archaic, etc., and am quite familiar with almost any kind of stone used for monumental purposes, however I have never done lettering with a sandblast. In South Africa we use the pneumatic tool and cut by hand occasionally. Are there any firms in America where they are still doing lettering that way? If there are any vacancies for letter cutters in America would you please send me the addresses so that I can apply for a job.

Hoping that you will accede to my requests, thanking you in anticipation.

Yours faithfully,

D. G. VAN STADEN
3 Collins Ave.
Bloemfantein
South Africa

EDITOR'S NOTE: *Anyone who might be interested in Mr. Van Staden's request can reach him direct through the above address or communicate with us.*

Published monthly by Monumental News-Review, Inc., 429 Franklin Street, Buffalo 2, New York. Entered as second class matter, February 26, 1940, at the post office at Buffalo, New York, under the Act of March 3, 1879. Additional entry in Hanover, New Hampshire, February 28, 1949.



WENDELIN J. BECK,
Treasurer and Vice President;
General Manager



LUCY BECK,
Secretary;
Bookkeeper



CHARLES L. BECK,
President;
Production Manager

Presenting:—

The Administrative

and Office Personnel

of

BECK & BECK
INC. of BARRE

MANUFACTURERS OF QUALITY MEMORIALS SINCE 1896



HOWARD E. ROCK,
Office Manager;
Sales Manager

"TERRY" PORINI,
Stenographer

ELISE BECK,
Filing Clerk

"MONA" GEORGE,
Billing Clerk



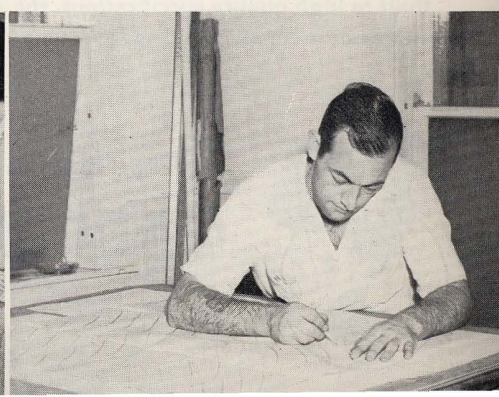
BRUNO BOTTIGGI,
Designer

"PETE" LANGE,
Shipping Clerk

NELSON TOSI,
Draftsman









Gardner-Denver AA Vertical, Water-Cooled Single-Stage Compressors may be equipped with any type of drive.

HERE'S one way you can lower production costs on your fine monument making—install an economical Gardner-Denver AA Air Compressor. For this vertical, water-cooled single-stage compressor is specially designed for long life, low-cost operation and minimum maintenance expense. With an AA in your plant, you'll have a dependable air supply that will lower the cost of your carving and blasting operations.

Built to high quality specifications, the AA Compressor is compact and space-saving, too.

Here are a few of the outstanding AA advantages:

- ★ Extra large water jackets for efficient cooling
- ★ Durable "Air-Cushioned" Duo-Plate valves
- ★ Positive force-feed lubrication system
- ★ Generous bearing areas for long service
- ★ Easy access to all parts requiring adjustment
- ★ Capacities from 32 to 183.6 cubic feet displacement per minute



For complete information, write Gardner-Denver Company, Quincy, Illinois.

GARDNER-DENVER SINCE 1859

NEWS FROM OUR ADVERTISERS . . .

DAWSON-MACDONALD ANNOUNCEMENT

In a recent communication from Charles R. ("Chick") Dawson, popular president of Dawson-Macdonald Co., Boston, Mass., he mentioned the following as an item which would undoubtedly be of interest to the trade: " . . . we can now furnish 5 inch steeling scrolls to be used with either the D-M Electric Grinder or our line of Rotor Air Grinders."

REPRODUCTION OF CHIOLDI GRANITE CO. IWO JIMA MEMORIAL PHOTOGRAPH AVAILABLE

The Chioldi Granite Co., of Barre, Vt., announce that a large number of responses have been received asking for a two color reproduction of the Iwo Jima Memorial photograph which appeared in their advertisement in the 1949 Convention issue of *Monumental News-Review*. They also state that they still have sufficient copies available for free distribution to anyone who writes in and makes his request. This reproduction has been beautifully printed in black and white with a wine colored background on a heavy grade of art paper, making it suitable for framing.

JOHNSON & GUSTAFSON ANNOUNCES NEW SALESMAN IN ST. LOUIS

It was recently brought to our attention that Robert Haslam, 6221 Southwood, St. Louis 5, Mo., is now representing Johnson & Gustafson of Barre, Vt., in that area. It was also announced that Mr. Clement McMahon, another of their representatives, formerly of Barre, may now be reached at Box 43, Asbury (Warren County), N. J.

[*Continued on Page 66*

ATTENTION, PLEASE!

DO NOT PAY AGENTS OR SOLICITORS FOR SUBSCRIPTIONS TO THE MONUMENTAL NEWS-REVIEW

Subscribers are again sending us customer receipts, given out this time by the Superior Trade Sales, 416 Boylston Street, Boston, Mass., a fake agency.

There are no agents or solicitors authorized to take subscriptions, new or renewal, to the Monumental News-Review.

All orders and checks should be sent directly to the Monumental News-Review, 429 Franklin Street, Buffalo 2, New York.



We Want to Help You Score, Too . . .

COOPERATION — From the time we were old enough to carry the ball, we learned to cooperate with the other fellow.

Here at Butturas' we like to cooperate with the retail dealer.

"Seeing is Believing" and if you haven't seen our fine material and workmanship, a trial order will convince you.

Don't forget the BONDED GUARANTEE is available to *established* retail dealers *exclusively* in their territory. It is to our mutual advantage that you miss no "scoring opportunities" . . . when every *sales* opportunity results in a *sale!*

MEMORIALS WITH BONDED GUARANTEE

BUTTURA & SONS

"Better Built Memorials"

BARRE, VERMONT

Colombo Granite Co.

OPERATING IN FORMER HEBERT & LADRIE PLANT

BARRE, VERMONT

Memorials Supreme

.....IN BEST BARRE GRANITE.....

Dear Mr. Retailer:

I am happy to announce the purchase of the former Hebert & Ladrie granite plant, in Barre.

As you will note by the letterhead, I will be operating under the firm name and style of Colombo Granite Co. I am the sole owner.

I started manufacturing operations on September 19th. I have a good supply of slabs in stock at present in either sawed, steeled or polished finishes.

Having had twenty years experience in the manufacturing field and a well equipped plant to operate in, I am in a position to give good service and reliable quality products.

Your inquiries are respectfully invited at this time.

Respectfully yours,

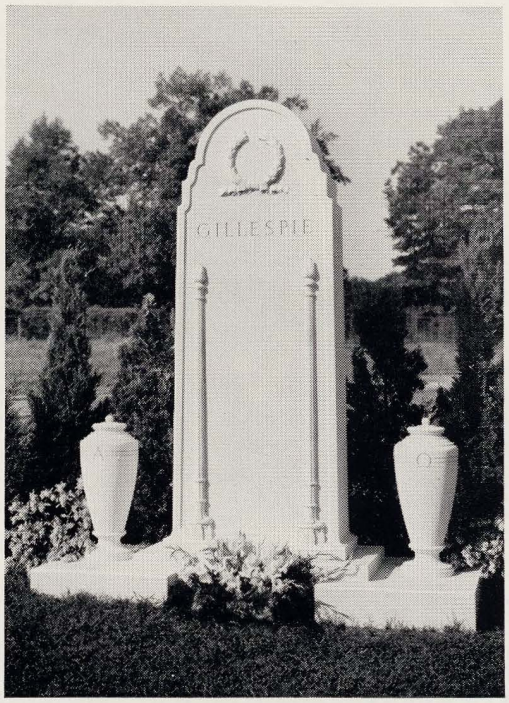
COLOMBO GRANITE CO.

BY A. D. Colombo
Prop.

P.S. Prices? Very reasonable.

GEORGIA MARBLE

the choice of men who know



Rich in symbolism and inspired by the classic art of ancient Greece, the Gillespie memorial conveys at once the impression of timeless beauty. Executed in Georgia Crystalline Marble, it is indeed a lovely tribute to the memory of a man whose career was devoted to perpetuating the memory of others. John T. Gillespie, Jr., of the Gillespie Marble and Granite Works, Greenville, S. C., selected this design to mark the place where his father rests.

He also selected the material from which it was carved. Thus, when he chose Georgia Crystalline Marble to perpetuate his father's name, he bestowed upon it the highest compliment he could pay.

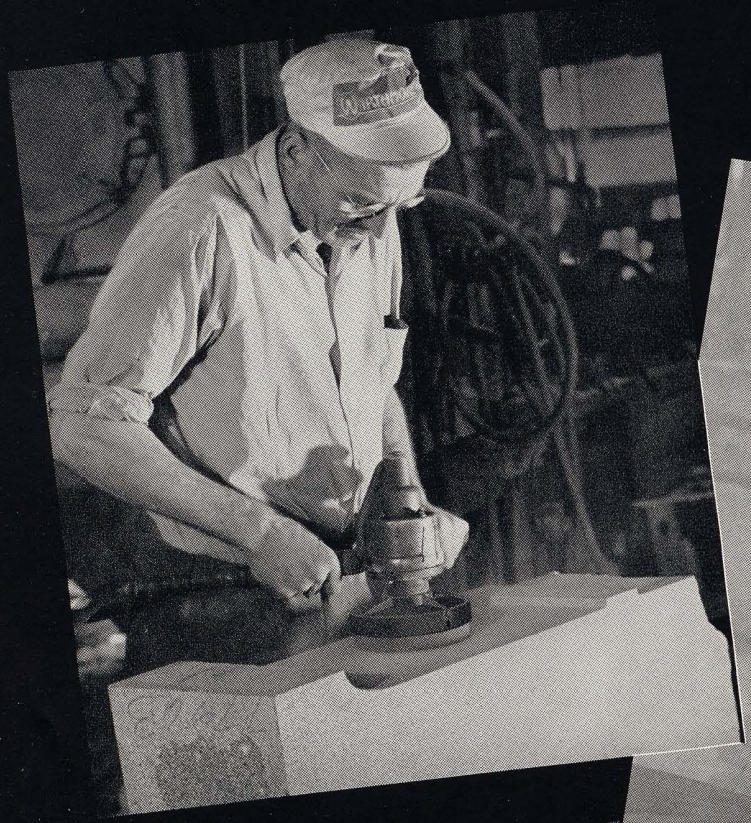
GEORGIA *Crystalline* MARBLE

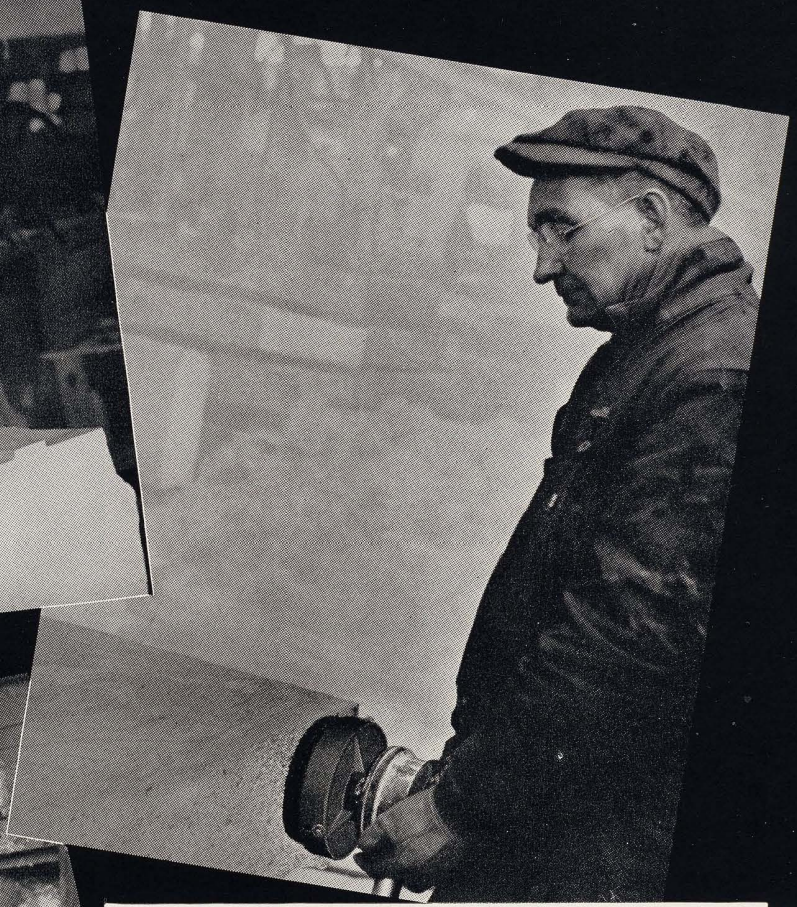
The Marble with the Sparkling Crystal

Produced by

THE GEORGIA MARBLE COMPANY *of Tate, Georgia*

Speed Up Portable Grinding Jobs— with CRYSTOLON Wheels!







Portable grinders equipped with strong, sharp CRYSTOLON grinding wheels provide a fast, economical method for handling some surfacing jobs—such as finishing the tops and ends of memorials and rounding over edges—which cannot be done readily with large rigid machines. Fast-cutting CRYSTOLON wheels are available with vitrified bond for slow speed machines—with resinoid and shellac bonds for high speed grinders—and plate mounted or with threaded steel or lead bushings.

Try the following wheels for faster cut and longer life: For High Speed Grinders, Roughing—37C16-K4B5, Semi-Finishing—37C80-K8B5, Honing—37C240-N5E; For Low Speed Machines, Roughing—37C30-K5V, Semi-Finishing—37C60-K5V, Honing—37C320-N8E.

Contact your Norton abrasive engineer or distributor for additional specifications and information.

NORTON COMPANY • WORCESTER 6, MASS.

W-1243

NORTON ABRASIVES®

Dallett's "Precision Built" PNEUMATIC STONE DRILLS

DALLETT'S Pneumatic Stone Drills are widely used in the stone working trades and have many industrial applications. They are built with Dallett thoroughness and engineered precision of the finest materials and each is a leader in the particular field for which it was designed.

"BABY PLUGGER"

For all-around light drilling in the monumental plant the Dallett "Baby Plugger" is recommended. It is light in weight and low on air consumption and has all the features of the larger size drills. It is easily converted into a light bushing and pointing tool by simply removing handle and sleeve and inserting a head.

"SR-10"

Dallett's SR-10 Drill is a sturdy and powerful tool. The simplicity of the locking device that is employed has an appeal to the quarry drill operator. The assembly can be kept tight with the mere aid of a hand wrench which is most advantageous on ledge and deep quarry drilling.

YANKEE "YB-20"

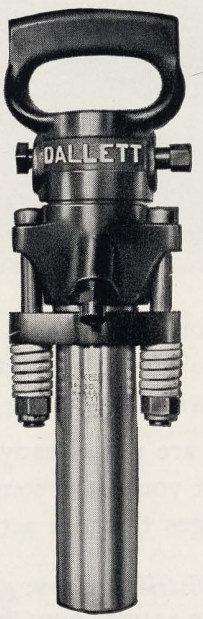
The Yankee "YB-20" has long been recognized as the finest drill made for plug hole drilling. This type of drill has been in demand for all-around drilling in the granite shed and quarry yard for many years. Its weight is well distributed to give good balance for side hole drilling.

YANKEE "YB-20R"

Dallett's YB-20R tool is particularly well suited for cemetery work in digging earth, breaking stone, etc. It is fitted with a push type throttle valve control. Digging spade and cutting steels are held in position by means of a safety tool retainer.



Size
Baby Plugger



Size
SR-10



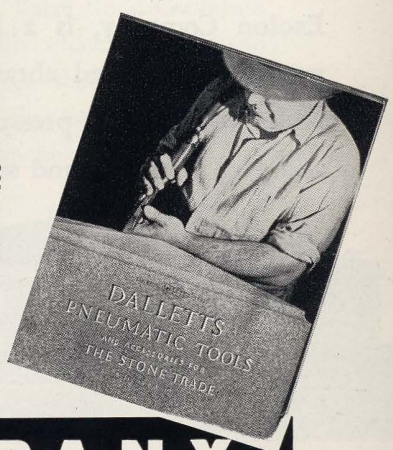
Size
YB-20



Size
YB-20R

WRITE FOR NEW DALLETT BULLETIN 550

This Bulletin, prepared for the Stone Trades exclusively illustrates and describes Dallett's Tools and Accessories designed for Craftsmen who work in Stone.



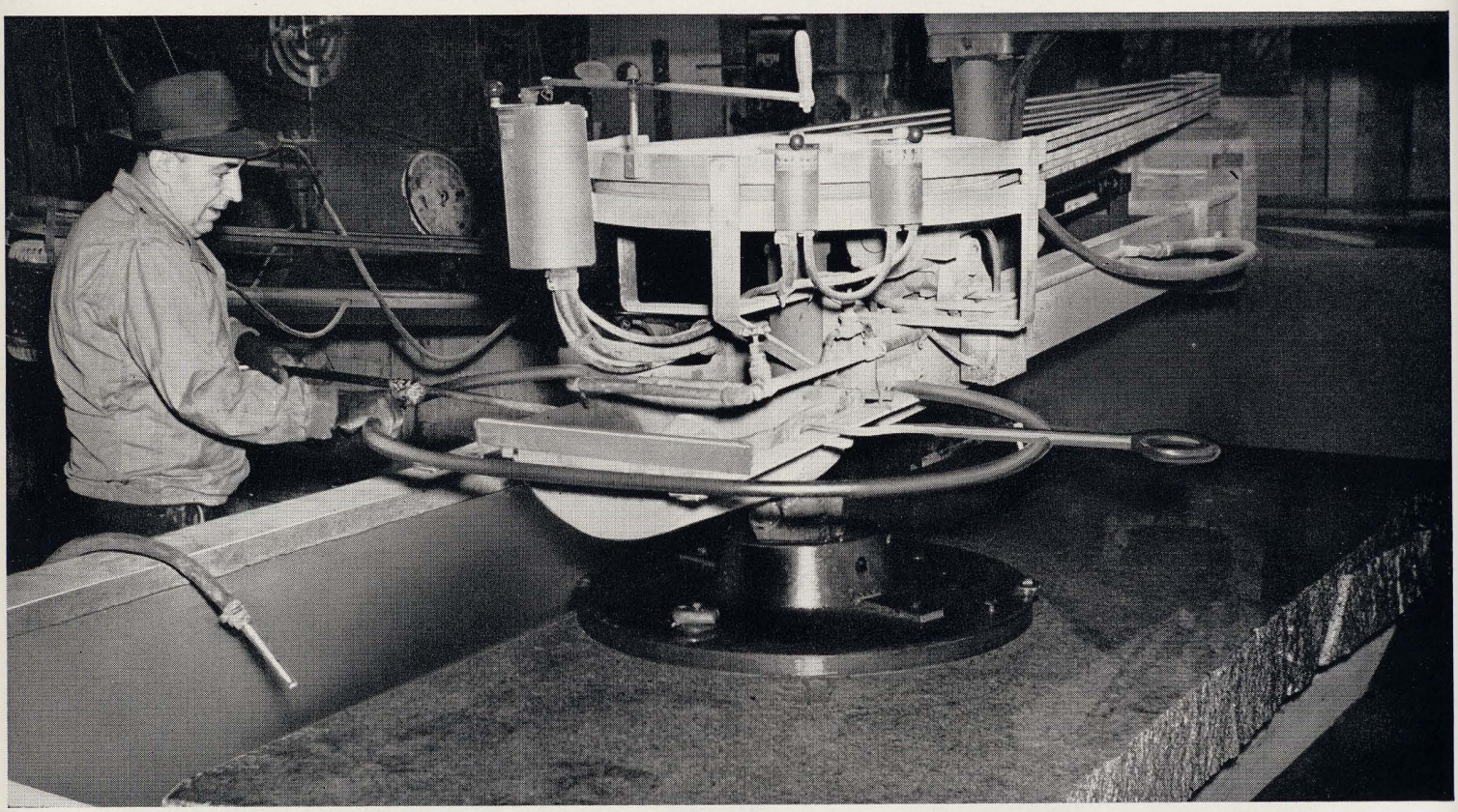
THE DALLETT COMPANY

PNEUMATIC EQUIPMENT DALLETT ACCESSORIES

Manufacturers of Pneumatic Tools and Accessories
SINCE 1883
MASCHER AT LIPPINCOTT STREET
PHILADELPHIA 33, PENNSYLVANIA

Quick Action in Granite Polishing

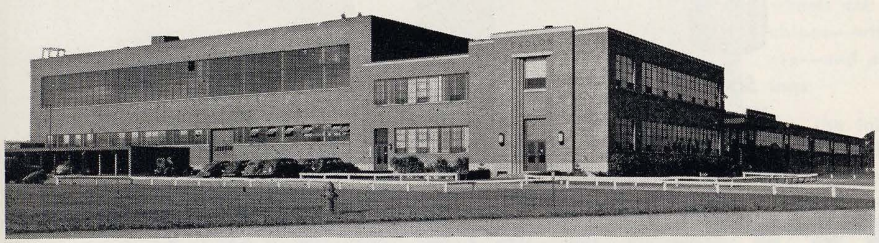
with CARBOLON ABRASIVE



● Carbolon—Silicon Carbide—produced by the Exolon Company, is a hard, sharp, uniformly graded and shaped abrasive that will hold up under the extreme pressure of the scroll wheel and give a fast cut and smooth finish.

Carbolon lasts longer because it is specially processed to give it strength and high resistance to breakdown.

If you are not already using Carbolon we suggest that you order some now and determine its advantages through actual use.



In this new modern plant the most efficient processing methods are employed to produce the highest possible quality abrasive for the granite industry.

Distributed by:

GRANITE CITY TOOL CO.

Barre, Vt. St. Cloud, Minn. Elberton, Ga.

In Canada

RITCHEY SUPPLY COMPANY

226 Geary Ave., At Dufferin Street, Toronto

THE EXOLON COMPANY

944 EAST NIAGARA STREET TONAWANDA, NEW YORK

Manufacturers of SILICON CARBIDE and ALUMINUM OXIDE ABRASIVES

"Twin Salesmen, Nationally Known"

Here are two salesmen that are ready to go to work for you.

BARRE GUILD

1 The Barre Guild Seal, etched on finished monuments only after a careful inspection by a competent representative of the Barre Guild.



CERTIFICATE NO. _____ ORDER NO. _____

The Barre Guild

Certificate of Quality

This is to certify that the Barre Granite Memorial with which this Certificate is furnished, erected in _____ Cemetery by _____ (Retail Dealer)

and manufactured by _____ (Barre District Manufacturer) is hereby guaranteed to be fully up to the QUALITY STANDARDS of memorial production as established and maintained by the BARRE GUILD covering DESIGN, WORKMANSHIP and MATERIAL.

It is further guaranteed that the Memorial for which this Certificate is issued, is of genuine SELECT BARRE GRANITE, that no coloring matter, oils, acids or other injurious materials were used in the finishing, this being its natural color, and that it will not disintegrate, crack or check.

Select BARRE GRANITE

The Barre District Manufacturer has agreed firstly, and the Barre Guild does hereby agree, upon presentation of proof of any defect in either material or workmanship, to replace free of all expense any part or parts executed by the Manufacturer to _____

of _____ heirs or personal representative.

Not valid unless the application for this certificate corresponds in number and details with this certificate, and application is signed by retail distributor, an officer of the manufacturing company and the purchaser. Each signatory on the corresponding application being severally responsible.

GIVEN UNDER OUR HAND AND SEAL, THIS _____ DAY OF _____ 19____

Barre Guild, Barre, Vermont

Officer of Barre Guild

This certificate not valid unless it bears the imprint of the official seal of the Barre Guild in the space above.

BARRE GUILD

2 The Barre Guild Certificate of Quality which describes and guarantees the monument inspected. Two top-notch salesmen, yours for the asking.

If sand were FREE... BLASTITE grain would still SAVE YOU 42%

Here is factual proof. Actual tests, made on Hitchcock Light Quincy Granite, show dollar and cent savings resulting from blasting with BLASTITE aluminum oxide grain:

	BLASTITE GRAIN #30	SILICA SAND
Panel Blasted 18″ x 18″ x ½″	1	1
Pounds of Material Used	2	13
Contact Time (minutes)	46	71
Granite Removed (cu. in. per min.)	3.521	2.281
Total Granite Removed (cu. in.)	162	162
Hourly Labor and Overhead	$3.00	$3.00

UNIT COSTS

2 lb. Blastite #30 @ $200.00 per ton.	$0.20	($0.0012 per cu. inch)
Labor and overhead @ $3.00 per hour (46 minutes).	$2.30	($0.0142 per cu. inch)
	TOTAL	
	* $2.50	($0.0154 per cu. inch)
13 lb. Silica Sand used for pressure blasting @ $24.00 per ton.	$0.156	($0.0010 per cu. inch)
Labor and overhead @ $3.00 per hour (71 minutes).	* $3.550	($0.0219 per cu. inch)
	TOTAL	
	$3.706	($0.0229 per cu. inch)

NOTE:** ***Cost of BLASTITE Grain plus labor and overhead is 42% less than labor and overhead alone where silica sand was used.

This is typical of the results obtained where you use abrasives by CARBORUNDUM. The Carborundum Company, Niagara Falls, N. Y.

To Reduce COSTS...

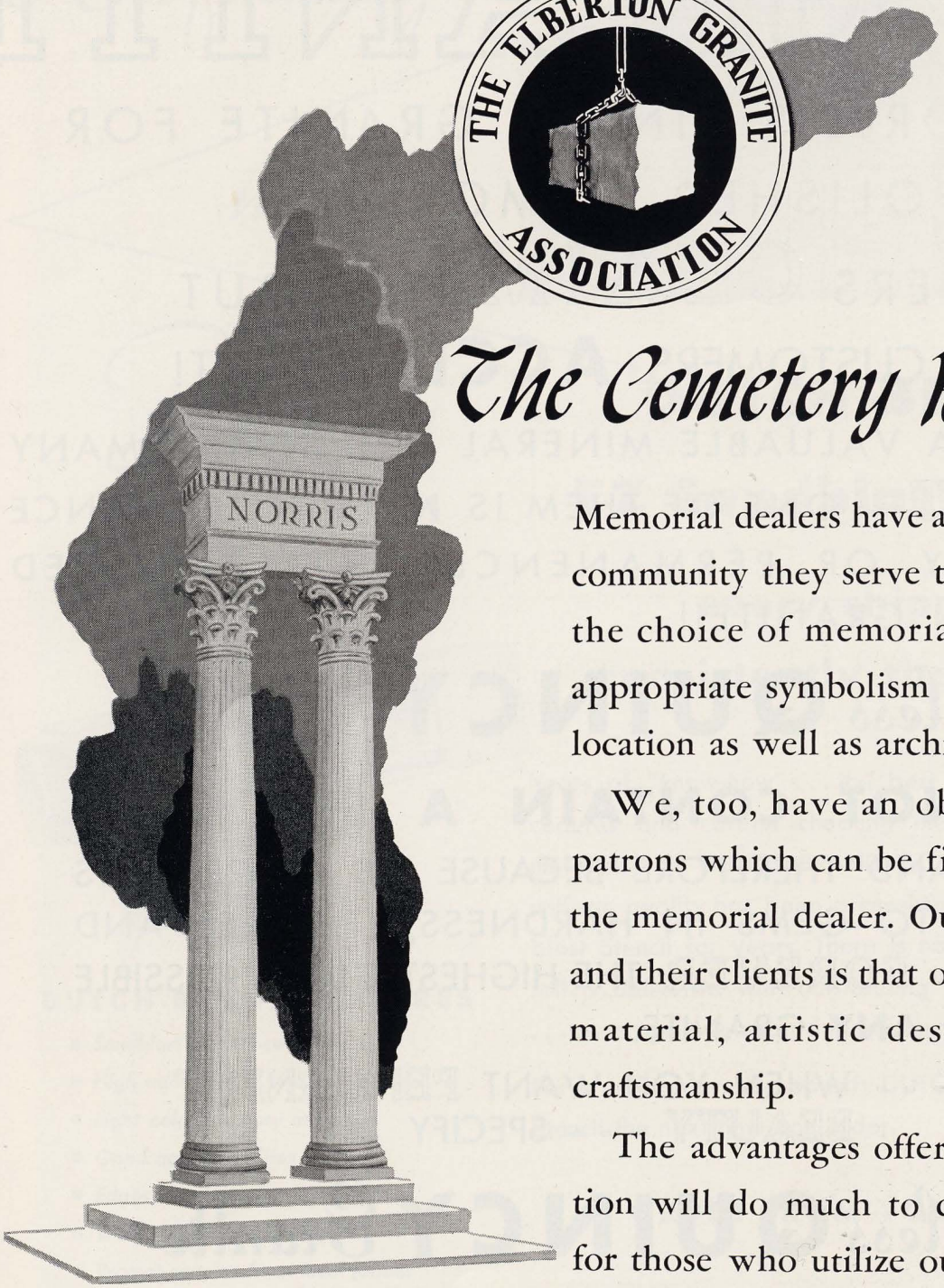
SPECIFY Abrasives by CARBORUNDUM

TRADE MARK

"Carborundum" and "Blastite" are registered trademarks which indicate manufacture by The Carborundum Company

CRAFTSMANSHIP IN STONE

THE ELBERTON GRANITE ASSOCIATION



The Cemetery Beautiful

Memorial dealers have an obligation in the community they serve to guide patrons in the choice of memorials of good taste, appropriate symbolism and suitability to location as well as architectural design.

We, too, have an obligation to your patrons which can be filled only through the memorial dealer. Our pledge to them and their clients is that of carefully selected material, artistic designs and expert craftsmanship.

The advantages offered by our association will do much to create a preference for those who utilize our services.

THE ELBERTON GRANITE ASSOCIATION, ELBERTON, GA.

Comolli Granite Co.
Elberton Granite Industries, Inc.
Allen Granite Co.
National Granite Co.

Lincoln Granite Co.
Hoover Granite Co.
Harmony Blue Granite Co.
Republic Granite Co.

Highpoint Granite Co.
Sterling Granite Co.
Coggins Granite & Marble Industries, Inc.
Georgia Granite Co.

Berkeley Granite Co.
Southern Quarrying Co.
Beaverdam Granite Company
Oglesby Granite Quarriers



QUINCY GRANITE

"Everlasting Dignified Beauty"

THE WORLD'S FINEST GRANITE FOR POLISHED MEMORIALS

OTHERS CLAIM IT - - - BUT OUR CUSTOMERS **ACCLAIM** IT!

MICA IS A VALUABLE MINERAL WHICH HAS MANY USES --BUT-- ONE OF THEM IS **NOT** TO ENHANCE THE BEAUTY OR PERMANENCE OF A POLISHED SURFACE ON GRANITE!!

Peerless **QUINCY** Granite

DOES NOT CONTAIN A SPECK OF MICA AND THEREFORE BECAUSE ITS INGREDIENTS ARE NEXT TO GEMS IN HARDNESS, IT TAKES AND RETAINS FOREVER THE HIGHEST GLOSS POSSIBLE TO PUT ON **ANY** GRANITE.

SO - - - WHEN YOU WANT PERMANENT BEAUTY - - - SPECIFY

Peerless **QUINCY** Granite

J. S. SWINGLE, Inc.

QUARRIERS

Quarrywood Lane at 327 Willard Street

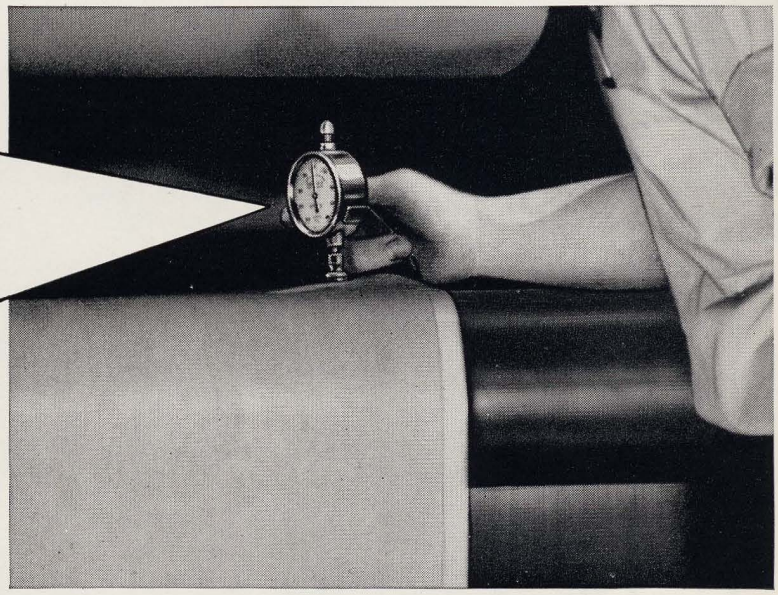
QUINCY 69, MASSACHUSETTS

FABRICATED BY

WILLARD GRANITE & POLISHING CO.
GRAY ROCK GRANITE WORKS, INC.
H. C. SMALLEY GRANITE CO., INC.
ADRIAN OF QUINCY, Supplies Only

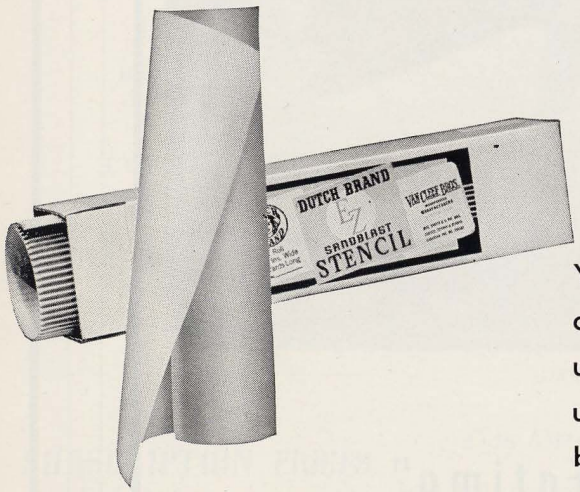
PEERLESS GRANITE COMPANY
L. VOLPE & SONS, INC.
NATIONAL GRANITE & POLISHING CO.
PREMIER GRANITE & POLISHING CO.

ANTONIO RUSCITTO & SONS, INC.
E. SETTIMELLI & SONS, INC.
GOLBRANSON & CO., INC.
WEST QUINCY GRANITE & POLISHING CO.



Uniformity makes Quality

DUTCH BRAND
EZ Sandblast Stencil



every shipment consistently the same...

Years of "know-how" . . . the best of manufacturing procedures and careful checking methods are behind the uniformity of DUTCH BRAND EZ Sandblast Stencil. This uniform quality has been a consistent feature of EZ Sandblast Stencil for years. There is nothing hit-or-miss. Every roll is delivered with outstanding DUTCH BRAND quality . . . as a result you can depend upon it.

For a uniform product specify DUTCH BRAND EZ Sandblast Stencil the next time you order.

ORDER FROM YOUR JOBBER

DUTCH BRAND FEATURES

- *Sandblast resistance*
- *High adhesion . . . will not loosen*
- *Light color . . . easy marking*
- *Good aging qualities*
- *Edges stand up*
- *Works on shape carving*
- *Prompt service from local jobber*

VAN CLEEF BROS. INC.
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"Our Lady of Fatima"

The McWeeney Memorial, erected in Gates of Heaven Cemetery, Hawthorne, N. Y., featuring "Our Lady of Fatima," was sculptured by Michael Gallas of Buttura & Sons, Barre, Vt. It is interesting to note that the statue was designed to harmonize with a Cross memorial that was already standing on a plot facing a roadway, behind the McWeeney site. It is also interesting to note that SMITH-BARRE Granite, the "Medium of the Masters," was specified for this beautiful work of art.

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE MONUMENTAL INDUSTRY

Established 1889

COMBINING MONUMENTAL NEWS • GRANITE MARBLE & BRONZE • THE MONUMENT AND CEMETERY REVIEW

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Emphasizing the Unity of the Family

The KIRES MEMORIAL, a beautiful example of the tablet-and-screen monument, is ideally suited to the large family plot. The wings,—particularly with their concave faces blending into the adorned terminals,—enshrine the graves before them. The Kires family has elected to erect small headstones at each interment . . . headstones which recall the symbolic Cross, the Lamp of Knowledge and, so likewise, the contour and the vertical flutes of the central tablet. This harmonious arrangement is indeed effective in emphasizing the "Unity of the Family."

Manufactured in our plant for the Binghamton Marble and Granite Works of Binghamton, N.Y. The material is Pirie's Select Barre Granite.



ANDERSON-FRIBERG CO., INC.

BARRE, VERMONT



(Editorial)

"FORETHOUGHT"
A Vital AMA Contribution

More than the title of a stimulating booklet, which may well reach millions of Americans, "Forethought" projects a principle upon which every memorialist should act immediately.

THE booklet "FORETHOUGHT," with its concise but convincing message, is now being distributed to the Public by Cemeteries, Funeral Directors and Memorialists. It is the "free booklet" offered in conjunction with the effective and well studied cooperative advertising program sponsored by the AMA and now being used by dealers singly and in groups, as well as by cemeteries. This booklet is now available at many Cemetery offices, Funeral Homes, as well as the offices of Memorialists throughout the land. "FORETHOUGHT" advocates the pre-need selection and purchase of the family cemetery lot and the family monument, the advantages of which are summarized as follows:

Forethought brings you these advantages

- The Deed to your family burial estate among your valuable papers is proof of a thoughtful act completed.
- The entire family will have the supreme satisfaction of having made the selection together.
- No one will be compelled, on the most tragic day in life, to make the selection alone.
- Your family cemetery plot and monument will be paid for, leaving more money available for funeral expenses.
- It simplifies and hastens estate settlements — doing much to promote unity and friendly relations among heirs.
- Like a paid-up life insurance policy, it is of immediate and far-reaching benefit to survivors.
- Your family cemetery lot is your protected possession forever; free of taxes, and against which no assessments, levies or liens can be placed.

"FORETHOUGHT" properly emphasizes the merit of the Traditional Cemetery and the importance of selecting the family lot rather than the pre-need purchase of memorials. It is the one sound approach against the inroads of the high pressure salesmanship of the Memorial Park. It presents a positive program of immediate aid to the Traditional Cemetery and of obvious if less immediate value to the Monument Industry. That the program is sound has been proven in Syracuse, N. Y.

"What Happened in Syracuse?" is the title of a recent AMA brochure which tells the dramatic story of how Syracuse Dealers organized and conducted a six month campaign along with the leading cemeteries of the city featuring the AMA advertising material in local newspapers. The full story of this successful test campaign will be featured in our next issue, but to summarize partial results, Oakwood Cemetery reported 100% increase in pre-need sales; Woodlawn Cemetery 250%; Morningside Cemetery a comparable increase. Many of these sales would have been lost to local Memorial Parks and *forever lost* as monument prospects.

Wherever there is Memorial Park activity such a campaign is vital to the present and the future of the Industry and more particularly *your own future.* What else can Memorialists do in addition to cooperating on this AMA program? Memorialists can and should buy their own cemetery lots *now* and urge and assist their employees, relatives, and friends to do likewise. Memorialists should also set the standard by erecting beautiful memorials on these plots preferably in new sections. How can a Memorialist or his salesmen urge "Forethought" if he hasn't exercised it himself?

SELECT YOUR OWN FAMILY CEMETERY LOT NOW and ERECT YOUR FAMILY MEMORIAL NOW!

Keep these facts in mind

from the AMA Brochure entitled "What Happened in Syracuse"

"Since 1917, non-monument cemeteries have sold 85 million dollars worth of lots. They are selling 7 million dollars worth of lots a year right now—90% of them on a pre-need basis. That means a 14 million dollar lost market to the monument dealers of this nation spread over the next 50 years. Most of this loss you have not yet felt because the lot owners are still alive. If the public acceptance of the non-monument cemetery idea increases—as it certainly will if you do nothing to oppose it—the lost market will grow greater every year."

Purposes, Policy, Creed and Business Practices of the AMERICAN MONUMENT ASSOCIATION INC.

The center spread of this issue should be *must* reading for every dealer in America. Read it, reread it and let these AMA Members know you appreciate their support. If some of your production and supply sources are not now members, let them know you are in hearty accord with the work of the AMA and urge them to add their needed support.



The Babe Ruth Memorial at Yankee Stadium

"Babe" Ruth joins Miller Huggins and Lou Gehrig in center field, Yankee Stadium, New York City, where each year thousands of Americans have been and will be impressed with the memory of these greatly loved Americans because of these memorials.
Information on this important memorial is furnished in the following letter from Honeyspot Monument Works of Bridgeport, Conn., who erected the tribute for the sponsors, the Yankees and New York Baseball Writers.

Monumental News-Review:
Gentlemen:

Relative to your request of April 5, 1949, we have outlined a few facts on the erection of the Babe Ruth Monument, which we thought may be of interest to the readers of "Monumental News-Review."

The "Babe Ruth Monument" which we erected at the Yankee Stadium, New York City, was manufactured at Quincy, Mass., by Emanuel Settimelli & Sons and the bronze plaque, which is done in Bas-relief, was made by the United States Bronze Sign Co., New York City. The sculpture work was done by Vincent Carano, of the same company. The monument, which stands six feet in height, is made of Balmoral Red Granite, the die is all polished, and the base is axed top, balance rock with one and one-half honed margined line. It is the exact duplicate of the monuments erected for the late "Lou" Gehrig and Miller Huggins, and now the three stand together at the base of the flag pole, in center field.

Our concern which erected this memorial, was started fifteen years ago, by N. J. Torsiello, from his home at Honeyspot Road, Stratford, Conn. It is now located at the City Line of Bridgeport and Stratford, next to St. Michaels Cemetery, which is the largest Catholic Cemetery in the County. Our plant and office is recognized as one of the most modern and largest Monumental Works in New England. We do our own manufacturing and have built up a fine reputation for our quality workmanship and designing, along with our specializing in War Memorials.

Very truly yours,

N. J. TORSIELLO

The Home of Honeyspot Monument Works, Bridgeport, Connecticut

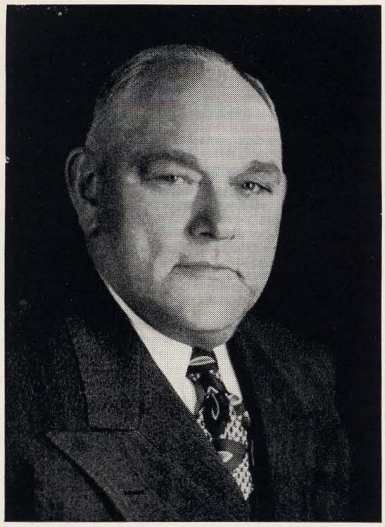


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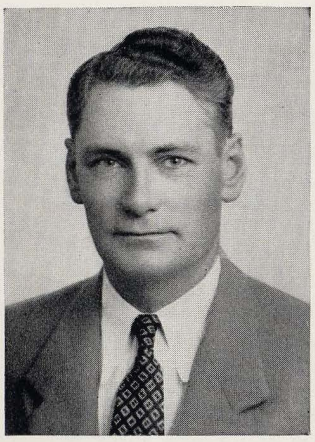
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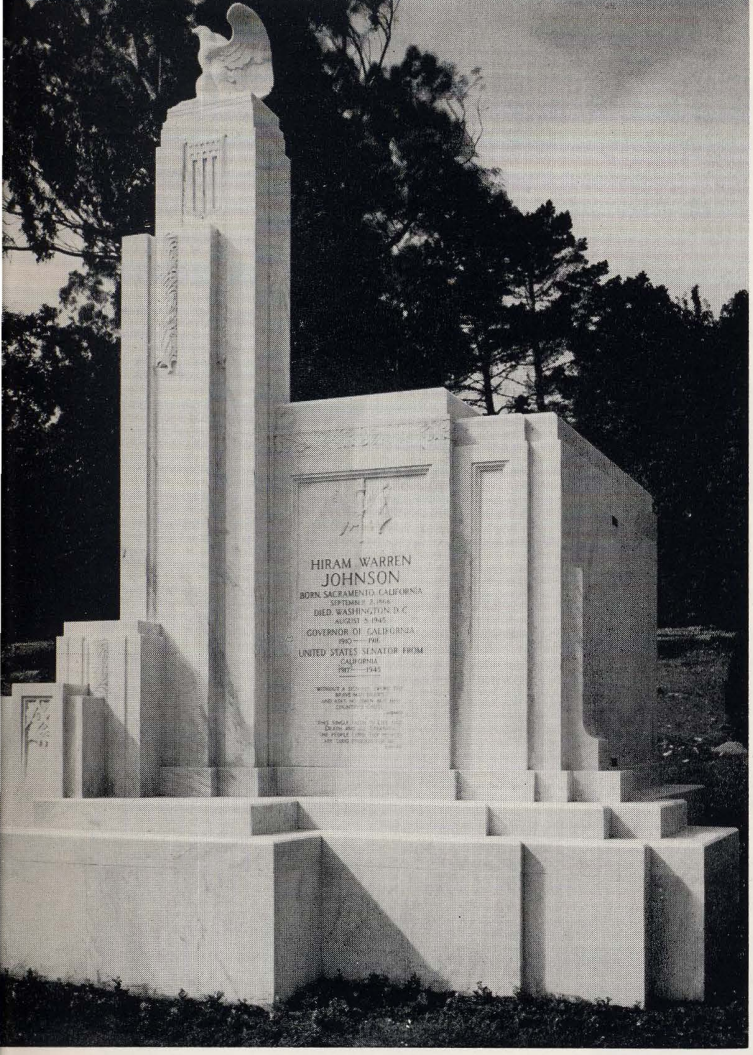


L. C. HENLEY
Montgomery, Ala.
Director

HOWARD SEIDELL

Architect-Memorialist

Some recent work by an outstanding designer whose creative ability and salesmanship have earned for him the patronage of leading families and celebrities in the Far West which is supposed to be the stronghold of no-monument cemeteries. These outstanding memorials were manufactured in Georgia Marble by the Georgia Marble Co., Tate, Ga.



The TOMB of HIRAM JOHNSON, famed Senator from California and candidate for the Vice-Presidency when Theodore Roosevelt ran for the Presidency on the "Bull Moose" ticket is an impressive example of Modern architecture. The stately and monumental obelisk or pillar, tower-like in form, symbolizes the idealism and aspirations of the famed statesman. Note how Seidell has emphasized and enriched the vertical mass by a play of planes or off-sets. Crowned with a sculptured Eagle, the lofty pillar is enriched with a conventionalized Seal, the Palm of Victory and the Masonic emblem. Above the inscription on the sarcophagus, the Torch of Enlightment, superimposed with a "Guiding Star" flanked by the National Emblem and the flag of California on crossed staffs. Copyrighted Design.

"I feel a memorial designer or architect can make music with his composition, music which can become a beautiful symphony, a symphony of silence in our cemeteries."—Seidell

THOSE of us who belong among the elder memorialists of the nation can well remember the days when the West Coast became a potential menace to the traditional cemeteries and cemetery art in America. It was in California that the community mausoleum and the non-monument cemetery first attained a popular appeal which spread eastward with amazing momentum. Trained on the Coast in the promotion of these ultra-modern burial methods, hundreds of shrewd operators penetrated the country with land and stock selling schemes based upon the advantages of the community mausoleum and no-monument cemetery over the "old-fashioned graveyard"; this and the bait of reaping profits from the resale of lots. Thanks to ultimate legislation, long in coming, the resale or speculative bait has been outlawed and, to some degree, the movement has been slowed down. All of which leads up to the point that, curiously enough, California and the Southwest, where all this ultra-modernism originated, are today the stronghold of the traditional memorial idea in America, notably in the construction of costly and impressive memorials and mausoleums.

Howard Seidell of San Francisco is one of the memorialists and memorial architects who "rode out the storm." Probably no individual in America today can equal his record for designing and erecting so large a number of costly memorials, notably to such world celebrities as Douglas Fairbanks, the late Senator Hiram Johnson, Chandler of the Los Angeles *Times* and innumerable other prominent families in the Far West and notably on the Gold Coast which has long been known as the most non-monument section of the country. He is currently at work on numerous projects and spends much of his time commuting between San Francisco, Los Angeles and Reno where several of his structures are in course of completion. In short, Howard Seidell has no fault to find with the present status of the traditional memorial idea in the Far West. And it is easy to understand why this is so; for here is a gifted memorial architect and a resourceful salesman whose background of experience in both monumental and structural architecture is fortified by energetic application to his work, and a magnetic personality.

Four recent creations by Howard Seidell are illustrated on these pages. Like the late Louis A. Whitehouse, and other veteran designers, Seidell was schooled in the Classic Tradition but he has become one of the most resourceful exponents of the Modern or Contemporary architecture; a style peculiarly appropriate for the Pacific Coast which has always been progressive in residential, industrial and commercial architecture. But like all architects who "graduated" from the Classical to the Modern school in design, Seidell is conservative; and in his proportions, detail and decoration the classic influence is clearly evident.

A specialist in the design of mausoleums, Seidell has given study and research to the problem of the two, three and four crypt mausoleum. He says:

"The stereotyped design of these small buildings got on

The ZUNINO MAUSOLEUM in Reno, Nevada, strikingly illustrates the Seidell technique in overcoming the box-like appearance of the two, three and four crypt tombs or mausoleums of the non-vestibule type which are so prevalent in our cemeteries. The monumental post or truncated obelisk, placed asymmetrically against the facade of the vault gives the building an arresting individuality. The square urn, likewise placed in unbalanced position forms a transition from the steps, or stylobate, to the richly decorated obelisk. The student of composition in design will at once discern the skill with which Seidell utilizes diagonalism in attaining unity. A master of ornamental design, Seidell has developed a style of his own which is likewise unmistakable in this work. In perfecting this solution to the "box-like" vault problem, Seidell has indeed made a contribution to the architecture of these small but increasingly popular mausolea. Copyrighted Design.

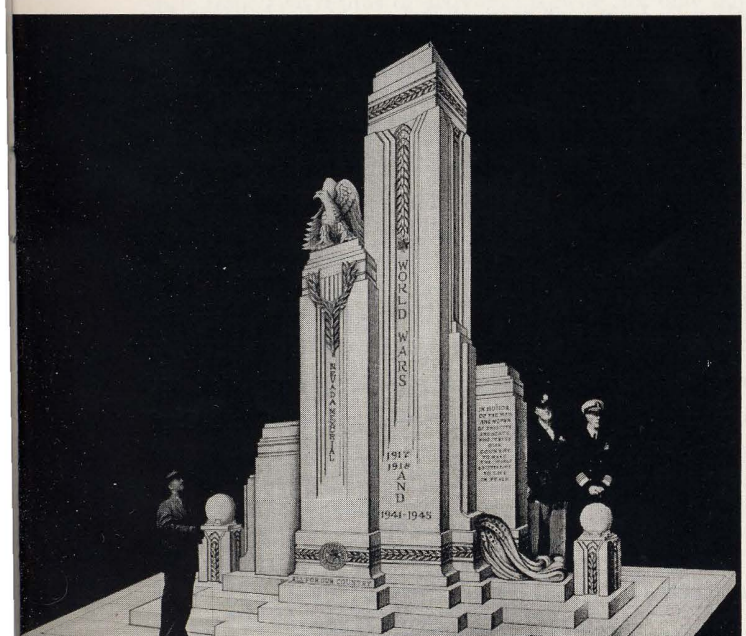


my nerves. No matter how much ornamentation or change in architecture, they nearly all look alike. Economical reasons, or the size of the plot, allow little freedom, hence the unusual design of the Zunino mausoleum [here illustrated] which has given me the pleasure to know that one can play with the design of smaller mausoleums and attain results which are distinctive in design and yet architecturally correct. . . ."

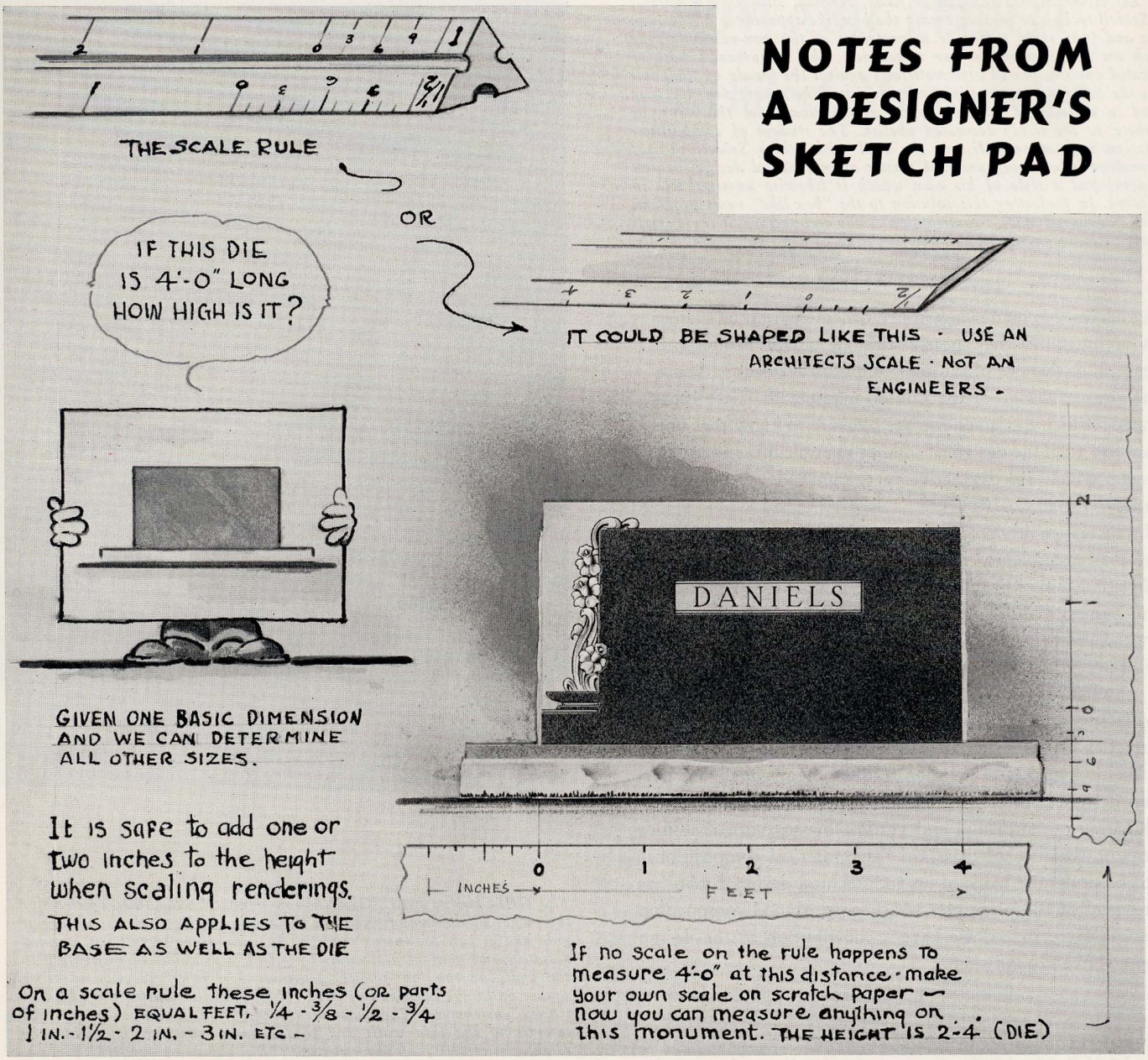
His success in attaining this individuality of composition in these small mausoleums is strikingly illustrated in the tomb of the late and famed Senator Hiram Johnson of California, and in the Zunino mausoleum to which he refers. In both of these memorials, Seidell attains this striking originality by featuring a vertical accent on one side of the oblong tomb or sepulchre thus eliminating the "box-like" appearance of these small mausoleums or "vaultettes" which are so common and so unattractive in so many of our cemeteries. It is a striking, effective and successful solution to a problem which has perplexed designers these many years. And Seidell manages this combination of horizontal and vertical masses with that nice regard for "balance of mass" in "asymmetrical compositions" which bespeaks the work of an architectural designer who has a command of the principles which govern good composition in design. Here indeed we have a contribution to the design of these above-ground vaults.

The NEVADA WAR MEMORIAL contract was recently awarded to Howard Seidell. The drawing here reproduced indicates that grouping of vertical planes and masses which is a favorite motif with Seidell in much of his recent work. Here again accent is placed on the unbalanced or asymmetrical distribution of units or elements. The monument will commemorate both wars. Note how the wings or walls which flank the central mass are placed at different levels and on different planes. Copyrighted Design.

The GETCHELL MAUSOLEUM, in Reno, Nevada, was erected for the owner of the famous Getchell Gold Mine in Nevada, second largest gold and arsenic producing mine in America. Here Seidell has attained a stately and monumental effect by giving a pronounced inclination to the walls of the four-square structure. The usual severity of these square buildings has likewise been relieved by the skillful use of unobtrusive enrichment. The buttress "blocks," with flutings above, lend interest to the side walls and to the facade without impairing the essential simplicity of the structure. Like a few of his able contemporaries in mausoleum architecture, Seidell believes in placing accent on the entrance or portal of a mausoleum. The bronze door, with pierced scroll work, is framed by fluted pilasters with high capitals which in turn form part of the decorative framing of the family name. The carved decoration, done in the very low relief to which Seidell is partial, is distinctly "Seidell" in composition and detail. Copyrighted Design.







THE SCALE RULE

IN my correspondence course, which has been operating successfully for several years, I devote an entire lesson to the use of the scale rule. Students of Engineering and Architecture would hoot derisively at anything so elementary but I present it in all seriousness as one of the most important lessons in the course.

Probably not more than half the retail salesmen in our industry own a scale rule, let alone know how to use one. Scarcely a month goes by that I am not confronted with a photograph, or a drawing of a monument, with the entreaty, "If I make this die 4-0 long, how high would it be?" I grab a scale rule and in five seconds come up with the answer. This feat, for some reason, never fails to mystify. It is full of enchantment, like the conjurer who, with a scarcely perceptible belch, emits a whole string of foreign flags. But there is nothing mysterious about a scale rule. Inches, or parts of inches, are divided into feet. That's all there is to it.

I don't mean to imply that there is any particular stigma attached to anyone who is not in possession of this lofty knowledge. One might go all thru life radiating intelligence like sparks from a blow torch, or he might be bursting with information like an inflated gas bag, full of helium, and still be ignorant of the use of the scale rule. I mention it only as something that might be useful to know. It is unfortunate that such information cannot be disseminated successfully over a radio quiz program. Otherwise it would be propounded daily, along with such classics, viz., "Is Rochester east or west of New York City?" and "Who was the first president with false teeth?"

CARL KASTRUP

43rd ANNUAL M.B.A. CONVENTION

Participate in State Association Controversial Activities?"

GEORGE I. LAINGOR SPEAKS FOR THE AFFIRMATIVE



GEORGE I. LAINGOR
Laingor Monument
Company
Oklahoma City, Okla.

In order to properly approach the question, "Should the National Association participate in controversial state activities," let us get a few facts before us.

The most controversial question in our industry today, is, should the sale of monuments and markers be made by people like you gentlemen and myself, who have spent years equipping ourselves, both in the knowledge of properly designing a memorial and investing our life earnings in the necessary equipment and establishments to properly serve the public, or should the profession of which we should be justly proud, be pushed into the background and the public be forced to satisfy their desires to mark the grave of their loved ones with a flat marker, which some cemeteries claim the exclusive right to sell, because the promoter wishes to keep the grounds looking as much like a glorified cow-pasture as possible.

The only time some of these present day cemetery promoters will admit his property is a cemetery, is in order to get it off the tax rolls. Time will not permit bringing to your attention, case after case where our product is forever barred from the cemeteries. Yet, the M.B.A. has sat idly by and watched this cancer move across the country from California until now the seed is sown in nearly every state. I have openly criticized the National for this do-nothing policy, and I do so today. I was told the charter would not permit the National to assist state organizations in the defense of its affiliated members, yet, the articles of incorporation read in part, quote, "to afford aid and protection to its members in and about the business of designing, manufacturing and selling of monuments and cemetery memorials and, *in all lawful ways,* to further the interests of its members on the business in which they are, or may become engaged."

Also, Article 3, Section 1, of the by-laws in part reads, quote, "The objects of this Association shall be to protect, promote, foster and advance the interests of the members of the retail

[*Continued on Page 45*

CHESTER P. SMITH SPEAKS FOR THE NEGATIVE



CHESTER P. SMITH
Chester P. Smith
Monument Company
Findlay, Ohio

Should the National Association participate in State Association? Controversial activities in simple language can only mean should our National Association introduce, foster and actively engage in the passage of state legislation and even become a part to legal and court actions within the individual states.

It is my firm belief and opinion that this is beyond the ability to perform and the true purpose of our National Association and could easily produce a detrimental effect to our industry in the long run.

Our federal government has certain realms of activities—our state governments other functions and our city and municipal governments still other responsibilities. There are definite lines of demarcation and specific statutes controlling their respective realms of activity. Likewise not only ours but practically all trade associations are so set up by their articles of incorporation and the laws governing such corporations—their own by-laws and the precedents established by years of experience that their spheres of action are quite clearly outlined and rather definite limitations firmly created.

Ours being a non-profit corporation, it can not establish the fact in any court that it has suffered loss as a result of the action of others, therefore, our Association can not enter into litigation in any state where damages are involved. Its only ability and duty should be to render through its legal counsel, opinions to our affiliated state or regional associations.

There must be two sides to every litigation with their respective friends and rooting section. Seldom if ever are the resulting verdicts satisfactory and quite frequently the winner becomes the loser as a result of public opinion and other circumstances.

The proposition of legislation provokes a much greater problem. The multiplicity of cemetery organizations, private, corporation, church, township, municipal and city with definite laws and statutes by which they operate and derive their respective financial support in itself presents a tremendous problem. Not only the difference in setup between the states but the many types that exist within the individual state make impossible any simple uniform program.

The problems of the management of Rose Hill Cemetery, Chicago, and the dealers of Chicago who do business with that management and their customers are entirely different from the problems confronting the superintendent of my home town municipally owned and operated cemetery. And the headaches of Lakeview and Calvary Cemeteries in Cleveland—Spring Grove in Cincinnati, etc., are absolutely foreign to the

[*Continued on Page 48*



L. C. HENLEY
Henley's Memorial Company
Montgomery, Ala.
Director, M.B.A.

OUR ASSOCIATION

By L. C. Henley

An important speech prepared for the M.B.A. Convention in Chicago.

MR. Chairman, members of M.B.A., ladies, gentlemen and guests, it is indeed a pleasure and an honor for me to be asked to take part in this program. First, because I represent about the smallest Monument Dealer in the country, and next I come from a section of the country where our volume is made up from small markers and polished one and two dies.

After it was announced that I would take part on your program, a number of the trade journals wrote requesting a copy of my speech. My answer was, "As yet I do not have a speech. In fact I am rather undecided as to what to say." Since getting to Chicago I am still confused. So far I have been assigned to three different rooms in the hotel, and don't think this is not confusing. Next, listening to this fine debate which has just been given by our associates, I say to you it is confusing. I recall the story which they tell in my town on our cross-eyed judge. Which is thus: Not so long ago the cross-eyed judge had three cross-eyed witnesses come before him. He looked at the first and asked, "What's your name?" The second man answered, "John Smith." The judge in turn said, "I did not ask you." The third witness said, "Judge, I did not say anything." So I say to you it is rather confusing and I would like to side with the affirmative, that our business is worth fighting for and we must go all out to protect it. I have just learned this week that the National Cemetery Association will hold their convention in September, and one of the main topics for discussion will be: "Who will sell the burial vault?" I think it is time for us to decide: "Who will sell the monuments?"

Can we really say *Our Association?* It is true we send in our yearly dues and receive a membership card and the monthly bulletins, but I do not feel we can justly say "Our Association" with that. Our Association can not be any stronger than the membership who belong to it. Today we are interested in the future and not the past. We are interested in what is happening today and what will happen tomorrow. It has always been my policy not to criticize without offering what I think is something better. What we need is an active membership and an active Association—one that is willing to go all out for the preservation of the Monument Industry. During the past few years of prosperity, and I say prosperity because a great number of our fellow dealers that were on a "Cash with order basis," were put on an open account. I think it is agreed by most of us the industry as a whole has made money during the last ten years. So I say to you, during the past few years of prosperity, a small group of people got together with an idea, and they depicted the Monument as being old fashioned and out of style. They depicted the Monument cemetery as being full of spooks. They saw our mistakes and took advantage of them. They made their plans and formed their strategy, and today we have approximately 500 Memorial Parks or Non-Monument Cemeteries. I say to you, while Nero fiddled Rome burned. I ask you, are you guilty of fiddling? I believe the Monument Business holds utmost respect in the minds of the American people. With the Monument Business goes prestige, leadership and confidence. The people come to us when they are bereaved. They ask that we take a part in closing the history book of life of some friend or loved one. I say to you my friends, if you do not have the standing and prestige, the leadership and confidence of your community that your business is worthy of, I say you are not doing anything to promote the Memorial idea. Again I say, Our Association. I do not believe we are able to function properly with the present small personnel. The time has come when we must know what is taking place all over the country. So I suggest to you in addition to the present personnel, that the country be divided into districts and we hire field representatives or so called public relations men whose duties will be to contact the cemeteries and the quarriers and the membership of M.B.A. It is my understanding that the American Monument Association is doing this right now and it might be possible for us to work out some agreement by which the services of this man could be divided among the two Associations, thereby avoiding any repetition. The laws of most of our states read, "The dead must be buried." In a recent survey that I have made I find that practically every cemetery is full. This is especially true in small communities, in addition to the larger cities. I recommend to you that our National Association sponsor a Cemetery Planning Service which would be available to the entire membership and we might be able to assist all communities in the laying out of a cemetery and making additions. I personally believe this service could be performed at a nominal charge being taken care of by the dealers.

If I had the words of Webster, the power to express myself of Ingersoll, the brush of da Vinci and the hands of the Master I would paint two pictures for you. The first, I would paint here on this wall a picture selling you on the Monument Business, and the second on the wall there, would be a picture selling the American people back on the monument. I believe it is the wish of most people to be Christ-like. I read in my book that some 1900 years ago they crucified the Master and my interpretation of the story is—they put His body in a mausoleum and the next day, which is still the custom, friends

[*Continued on Page 60*

The Monument Builder's Responsibility at Home

By Robert Graham, Alliance, Ohio

An extremely important speech delivered at the M.B.A. Convention in Chicago.



ROBERT GRAHAM
Graham & Wagner, Inc.
Alliance, Ohio

WHEN Alex Park, in his usual persuasive manner, prevailed upon me by telephone to speak on a subject of his choosing, I reluctantly consented but not, however, without considerable trepidation. The subject assigned me—"The Monument Builder's Responsibility at Home." There are four phases which should be considered in the order of their importance.

First—I am sure you will agree—ours is an essential business.

Second—It calls for dignity and refinement.

Third—It commands respect for the memorialist.

Fourth—It calls for the example of good management.

Our business itself provides a background for community endeavor and one of the first essentials is a wide acquaintance. All too many monument builders I know are the shrinking violet type always hiding their light under a bushel basket. To those of you who come under that category may I suggest first—that you muster up and bring to the front all the diplomacy you can command; it is the first essential in business, and in community work. This effort must then be firmly supported by cooperation, the second essential in business and equally paramount in community work. In other words, we radiate a willingness to serve. You cannot reject opportunity in the business or community life and attain the maximum of success available to you, and that goes for every individual in whatever phase of the business he is engaged.

There are many, many ways of accomplishing the position and prestige available to you for the effort. Let me remind you of a few of them. First in the order of their importance is to become active in the church of your choice, know your minister intimately. Do you know the shortest cut to attain that goal? I'll tell you, don't be "Scotch" with your financial support. If you really want to be recognized as one of the pillars of your church, be liberal, and I mean liberal with your financial support and one day you will wake up and find yourself a member of the board and possibly on the finance committee. Another bit of advice I can give you is to be regular in your attendance rather than be so irregular that you will have difficulty in remembering whether they open with "jacks or better."

Second, are you a member of a service club in your community? If not, I suggest you make application for such membership in the one of your choice before their next meeting date and when you have been accepted go to the president and tell him you want to be on one of the active committees, that you may contribute something in the way of personal service—there is no glory or reward in becoming just a "knife and fork member."

The acquaintances and friends you make are invaluable. Moreover, if you possess the right kind of spirit and energy you may have the honor to be chosen its president and there simply is no means by which to estimate the value of such an experience. There is one thing it will do—it will label you as one of the community's leaders.

Third, are you a member of your Chamber of Commerce? If not, I suggest you pay a visit to your local secretary, check in hand for a year's dues and tell him you want a membership, moreover, that your personal services are available to help to promote any activity they may choose to promote. If they have an active retail merchants' division attend their meetings, and regularly.

The Chamber of Commerce is the one community enterprise, if the secretary is alert and energetic, which can accomplish more in a truly tangible way than any of the several community services in existence. Here are assembled the real community business builders—the very cream of the crop and the people you should know and rub shoulders with.

Fourth, at least once each year you are solicited in support of your community chest or a joint services campaign. Do you actively participate in this community effort or are you one of those who are much too busy? I can tell you, ladies and gentlemen, if you are passing up this opportunity you are really and truly passing up a golden opportunity to command the esteem and respect of your fellow citizens.

My advice to you if you have not been active is this—when the annual drive comes up, go to your general chairman and place your services at his disposal—do not make the serious mistake of trying to console your conscience with paying your share of this community enterprise by personal service rendered, but on the contrary forget any "Scotch" inclinations you possess and make a financial contribution of an amount that those who know you can freely say of you is commensurate with what is in keeping with your supposed financial ability.

Fifth and finally it has become a compelling duty of every real American, and in particular every business man or woman large or small, to take an active, and I mean active, interest in his government—municipal, county, state and federal—irrespective of your affiliation or convictions. The ideal plan is to seek a seat on your city council, board of education or an appointment on some municipal committee or commission and when so favored, really let it be said of you that it was a confidence not only deservedly bestowed but eminently justified.

[*Continued on Page 61*



GEORGE C. SHAW
Logan Monumental Works
Logan, Ohio

THE FUNCTIONS OF OUR ASSOCIATION

By George C. Shaw

An address delivered at the 43rd Annual M.B.A. Convention in Chicago.

WHEN we have our state association meeting, we talk a lot and accomplish little. We feel the great need of an over all plan.

While we are here at this convention, we would like to have the national association prepare a well thought out and powerful program which the 21 state associations can follow. Our associations should be like a wheel: the national association, the hub; and the state associations, the spokes; together forming a well balanced and powerfully integrated force. Together it stands, divided it falls apart.

It is the feeling of the entire association that Mr. Alex Park is doing extremely well as executive secretary. In spite of his exceptional ability, the great amount of energy he is exerting, and the good that he is accomplishing, he needs help.

We ask that the national association employ a sufficient number of representatives, or as Bob Graham says, "good will ambassadors," to call on every retail dealer in the U. S., presenting him with a comprehensive plan for improving his showroom, his methods of designs, his equipment, etc., so that he may be a better memorialist. This will help the individual retailer and the industry as a whole.

If he is not a member of the association he should be sold on the idea of joining both state and national associations. We need his money and strength, and he needs the help which an active and powerful group can give him through individual attention. In short, there must be an active personal link between the national association and the individual dealer—that, we believe, only these ambassadors or representatives can fill when they are actively on the spot.

Such national association representatives, if eminently capable, could, we believe, more than pay their salaries through the sale of new memberships. As Carl Faehnle suggests, representatives should attend every cemetery association meeting so they could be in a position to help prevent unnecessary and harmful new regulations that are constantly being suggested and made at these meetings, and that are working an increasing hardship on the monument dealers. It seems that every time a cemetery man goes to one of these meetings, he comes home with a new regulation. These representatives of M.B.A. should cooperate with A.M.A., in combating the new and existing memorial park cemeteries.

They should help promote the "wanted volunteers" program of the A.M.A. or formulate a more positive program along this line. The vital point here is that there must be a united effort of both national groups against these hazards.

The national representatives should give suggestions to the legitimate dealers and further plans for combating the new type of "wild cat" salesmen of which we are all familiar.

In summing up, we believe that the hiring of these men is all important. This would be a definite forward step that we ask the national association to take at this time.

As we examine the beautiful designs that have been sent here from all parts of the country, it brings to mind one of the most crying needs of our industry.

Every time we receive a picture of a monument with a flower in one corner, a flower in another corner, and a name on it, but with no explanation of the meaning of the design, in short, a block of stone with a name on it, we are *failing* as an industry.

Now, what do we want? We want the national association to prevail upon the manufacturers, and they, in turn, upon the memorial designers, to bring out more significant and personalized designs with the true meaning of the memorial printed clearly in a paragraph on the back of the picture.

As examples:

(1) Designs for professional people.

(a) For a doctor: a design with a caduceus, possibly accompanied by a line explaining his service to the community. On the back of the picture, give a history of the caduceus, and an explanation of the general shape of the monument denoting sincerity, and straightforwardness.

(b) For lawyers: a design showing their professional symbol, the balance or scales with a complete explanation on back of picture.

(c) For educators or teachers: a design showing the lamp of enlightenment or knowledge.

(2) Designs for farmers, depicting some phase of life on the farm that was dear to the heart of the deceased.

(3) Designs for railroaders, showing for instance a railroad engine.

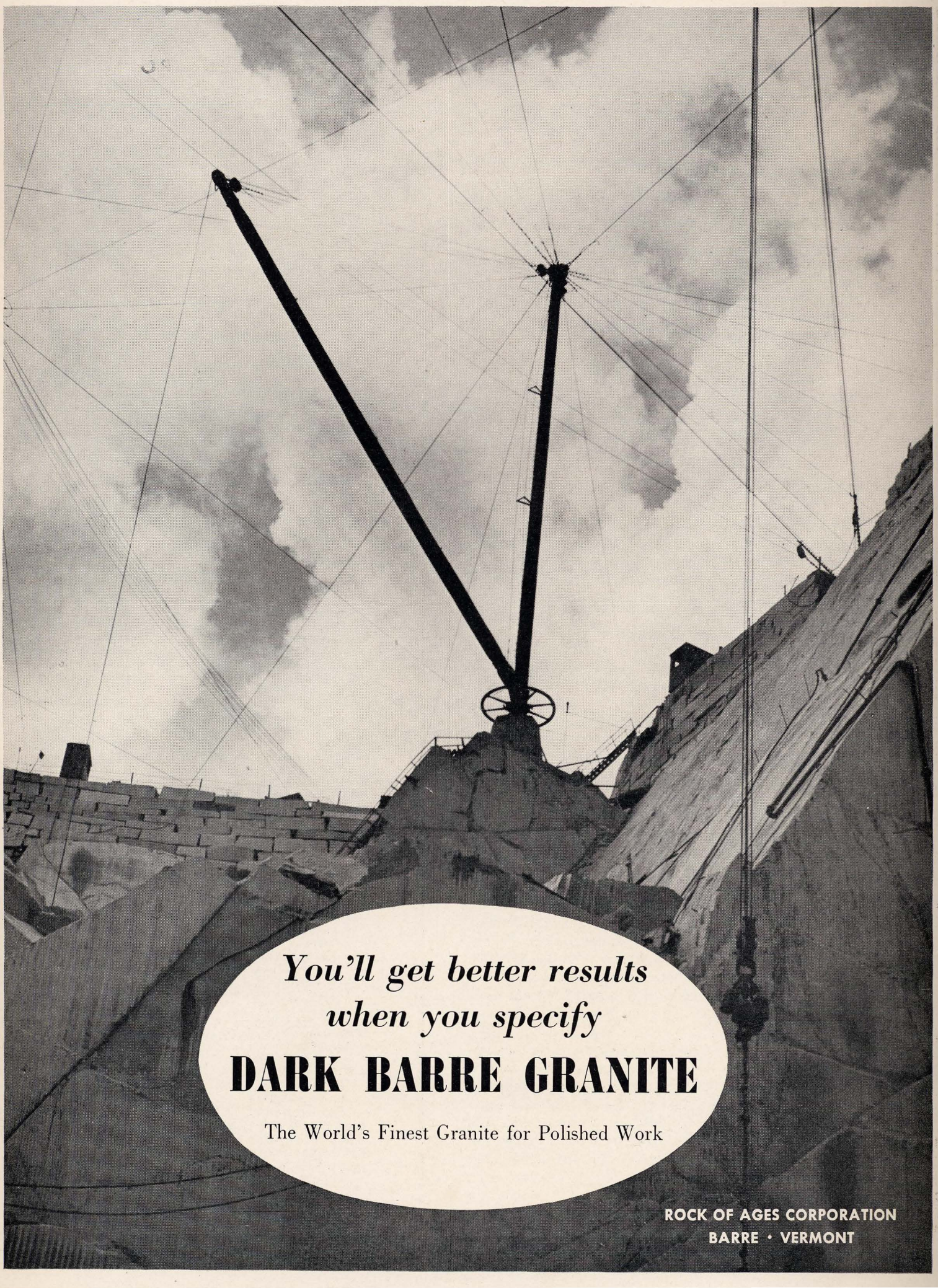
(4) Designs for telegraphers, showing the telegraphers' sounder.

(5) Designs showing length of married life.

(6) Designs showing parents of so many children and the first name of each child.

We could go on with many more examples, all of which we have used many times. They have been enthusiastically received by people in all walks of life. The reason people here so readily accepted these ideas is because it has satisfied their innate desire to be remembered for some personal accomplishment, work or characteristic of *their very own,* which makes them a real person and not just a name. Not only in

[*Continued on Page 60*


You'll get better results
when you specify
DARK BARRE GRANITE
The World's Finest Granite for Polished Work
ROCK OF AGES CORPORATION
BARRE · VERMONT

PURPOSES

The purposes of the Association, as set forth in Article II of the by-laws, are: "Through the cooperation of quarriers and manufacturers to promote the welfare of the monumental granite and marble industries in the United States; to safeguard and further their interests in all matters; to gather and disseminate information useful to its members and to all branches of the memorial and allied industries and to the public; and to foster goodwill and fair dealing among the members and those with whom they deal. The Association is not organized or to be conducted for a profit."

POLICY

In fulfillment of these purposes our policy is:

1 To preserve and expand our traditional market, develop new markets, and generally protect the welfare of our members; to increase the appreciation of the significance of memorialization; to safeguard private enterprise; to serve as spokesman for our industry.

2 To fully cooperate with the monument dealer to improve our joint service to the public in memorializing our dead and widen the market for the progressive, qualified dealers of America.

3 To better know and understand the problems of the American cemeteries, and their officials in order to better serve them and the public in maintaining and improving the beauty of their properties and the memorialization ideal.

4 To remain ever mindful of the public interest and in all our plans and practices to strictly adhere to the definition of "The Memorial Ideal" in order that a proper expression of sentiment shall continue to be a predominant characteristic of the American way of life.

5 To protect the public interest it is recognized that we must strive for perfection in our field of service; further, that we not encroach upon, but rather cooperate with others in our respective fields, to the end that future generations as well as those whom we serve today may benefit from our combined efforts toward achieving "The Memorial Ideal."

Any declaration of policy would be incomplete without a statement of our conviction that before attempting to initiate or support legislation or civil action to restrict a traditionally allied field of service, we should first consult with and enlist the cooperation of those in that field, lest we create strife that only serves to aid and comfort those who would completely destroy the fine tradition of memorialization, and thus rob the public of its proud heritage.

PURPOSES, POLICY, CREED,

AMERICAN MONUMENT

The National Association of Wholesale Gr

MEMB

CONNECTICUT

MILLSTONE (Waterford)
Millstone Granite Quarry, Inc.

NEW HAVEN
The Waldron Co., Inc.

GEORGIA

ATHENS
*Athens Boiler and Machine Works, Inc.

ATLANTA
*Williams Printing Co.

ELBERTON
Atlas Granite Co.
Bennie and Harvey
*Bicknell Manufacturing Co.
(also Rockland, Me.)
Blue Ridge Granite Company
Coggins Granite & Marble Industries, Inc.
Including:
Beaver Dam Granite Co.
Berkeley Granite Co.
Georgia Granite Co.
Oglesby Granite Quarriers
Southern Quarrying Co.
Crown Blue Granite Co.
Dixie Granite Company
Elberton Granite Turning Wks.
*Granite City Tool Company
Harmony Blue Granite Co., Inc.
Hoover Granite Co.
*House of Pfaff
(also L. I. City, N. Y.)
Liberty Granite Co.
George T. Oglesby Granite Co.
Republic Granite Co.
United Granite Company, Inc.
Universal Memorial Co., Inc.

TATE
The Georgia Marble Co.

ILLINOIS

CHICAGO
*Brunner & Lay, Inc.
*The Frederick Post Co.
*Van Cleef Brothers, Inc.

OAK PARK
*J. A. Dedouch Co.
*Oak Park Ceramic Co.

ROCKFORD
*Bliss Design Co.
*Edward R. Peterson Memorial Design Service

WAUKEGAN
*Waukegan Architectural, Inc.

INDIANA

BLOOMINGTON
*National Equipment Co.

KANSAS

FORT SCOTT
*C. E. Cleveland Lithichrome Co.

MAINE

ROCKLAND
*Bicknell Manufacturing Co.
(also Elberton, Ga.)

STONINGTON
John L. Goss Corporation
(also Boston)

MASSACHUSETTS

BOSTON
Cook, Watkins & Patch, Inc.
(also Barre, Vermont)
*Dawson-Macdonald Company
John L. Goss Corporation
(also Stonington, Maine)
Jones Brothers Company, Inc.
(also Barre, Vermont)

CAMBRIDGE
**George R. Sands & Sons

QUINCY
*Adrian of Quincy
*Bates Supply Company
Eagle Memorial Works
Golbranson & Company, Inc.
National Granite & Polishing Co.
Peerless Granite Company
Peruzzi Brothers
Quincy Granite Company
Antonio Ruscitto & Sons, Inc.
Emanuel Settimelli & Sons, Inc.
Henry C. Smalley Granite Co.
L. Volpe & Sons, Inc.

WOLLASTON
*Spacerite Company

MINNESOTA

BELLINGHAM
Bellingham Granite Co.

ORTONVILLE
Steiner & Rausch Co., Inc.

ST. CLOUD
American Granite Corporation
*Granite City Tool Company
Granite Monumental Company
Granite Turning Works, Inc.
Grewe Granite Company
Guy's Granite Works
*Holes-Webway Company, The
Honer Granite Co.
Ideal Granite Company
Kollmann Monumental Works
*Lacher & Stockinger
Liberty Granite Company, Inc.
Lincoln Granite Company
Melrose Granite Company
Rex Granite Company
Royal Granite Company
St. Cloud Granite Works

SAUK RAPIDS
Quarry Center Mfg. Co.

MISSOURI

GRANITEVILLE
A. J. Sheahan Granite Co.

ST. LOUIS
*Clearview Equipment & Mfg. Co.

NEW HAMPSHIRE

CONCORD
The John Swenson Granite Co.

NEW YORK

BROOKLYN
*Sheidow Bronze Company
*Universal Shellac & Supply Co.

LONG ISLAND CITY
A. H. Bowie & Son
*George Pfaff, Inc.
(also Elberton, Ga.)

MANLIUS
*Stone Machinery Company, Inc.

NORTH CAROLINA

CHARLOTTE
Interstate Granite Company

MOUNT AIRY
J. D. Sargent Granite Company

SALISBURY
The Harris Granite Quarries Co.

OHIO

BEDFORD
*The Floyd A. Holes Company

CINCINNATI
*The Macleod Company

*Associate Member

282 DELAWARE AVE.

ED, & BUSINESS PRACTICES
NT ASSOCIATION, INC.

e Granite & Marble Monument Producers

EMBERS

MANSFIELD
**E. G. Ladewich Company
ZANESVILLE
**W. C. Townsend & Company

OKLAHOMA
SNYDER
Witchita Granite Co.

PENNSYLVANIA
CHAMBERSBURG
The Leonard Granite Company
COOPERSBURG
Coopersburg Granite Company
PHILADELPHIA
Continental Memorial Corp.
John Hagan Company, Inc.
*Smith-Sattler Company
PITTSBURGH
*Pittsburgh Crushed Steel Co.
ST. PETERS
French Creek Granite Co., Inc.

RHODE ISLAND
WESTERLY
Columbia Granite Company
Sullivan Granite Company, Inc.

SOUTH CAROLINA
CAYCE
*Continental Chemical Co., Inc.
COLUMBIA
Columbia Granite Company
Consolidated Granite Company
RION
Brooks Granite Corp.
Phillips Granite Company
The Winnsboro Granite Corp.

SOUTH DAKOTA
MILBANK
Dakota Granite Company

TEXAS
DALLAS
J. W. Cearley & Sons

VERMONT
BARRE
Acme Granite Company
Adams Granite Company
American Granite Company
Anderson-Friberg Co., Inc.
Anderson and Johnson, Inc.
Barre Granite Association, Inc.
Barre Hickey Mill
E. J. Batchelder Co., Inc.
Beck & Beck, Inc.
J. O Bilodeau & Co., Inc.
Brusa Brothers
Burke Brothers
Buttura & Sons
Celente & Bianchi
Cerasoli & Cerasoli
Chioldi Granite Company
Comolli & Company, Inc.
Cook, Watkins & Patch, Inc.
(also Boston)
John Gibb & Company
Giudici Brothers & Company
*Granite City Tool Company
Granite Memorial Shop
Grearson & Lane Co., Inc.
Green Valley Granite Co.
L. Z. Hotte Granite Company
Hoyt & Milne, Inc.
Initial Granite Company
Johnson & Gustafson
Jones Brothers Company, Inc.
(also Boston)
*Kenerson Design Studio
LaCross Memorials
Lawson Granite Company
Marr & Gordon, Inc.
Mascitti Granite Company
Maurice & Allain Granite Co.
Alexander Milne Granite Co.
Modern Granite Company, Inc.
S. Morlote Granite Company
Nativi Granite Company
North Barre Granite Company
Peerless Granite Company
J. K. Pirie Estate
J. Revilla Granite Company
Rock of Ages Corporation
Roux Granite Company
William Saporiti & Company
Waldron Shield Co., Inc.
Sierra Granite Company, Inc.
E. L. Smith Quarry Co.
(Div. of Rock of Ages)
*Smith, Whitcomb & Cook Co.
South Barre Granite Co., Inc.
South End Polishing Mill, Inc.
Thurber Granite Company
*Trow & Holden Company
Twin City Granite Company
Usle & Perojo Granite Co.
Valz Granite Company
Wells-Lamson Quarry Co., Inc.
Wetmore & Morse Quarry
(Div. of Rock of Ages)
White Granite Company
Wildbur Granite Co., Inc.
Zampieri & Buttura Co.
MONTPELIER
Bonazzi & Bonazzi
*R. C. Bowers Granite Co.
Capitol Granite Company, Inc.
Desilets Granite Company, Inc.
Everlasting Memorial Works, Inc.
Excelsior Granite Co., Inc.
S. L. Garand & Company
Jurras Granite Company, Inc.
Montpelier Granite Works
New National Granite Co.
Sheridan & Poole
MORRISVILLE
Morrisville Memorial Granite Co.
NORTHFIELD
Cross Brothers Company, Inc.
PROCTOR
Vermont Marble Company
RIVERTON
Provost Granite Co., Inc.
WATERBURY
C. L. O'Clair Granite Works
WILLIAMSTOWN
Sanguinetti Granite Company

WISCONSIN
MARINETTE
E. A. Mundt Granite Co.
MILWAUKEE
*Ruemelin Manufacturing Co.
WAUSAU
Anderson Bros. & Johnson Co.
DeVoe Granite Company
Lake Wausau Granite Co.
Rib Mountain Granite Co.

**Associate Member within the Industry

CREED

The Creed of the American Monument Association is "The Memorial Ideal" which appears below:

The Memorial Ideal

"A monument built of enduring granite or marble, symbolic in design and reverent in purpose, resting in surroundings of peace and beauty, a tribute of respect and honor to the dead, a constant source of inspiration to the living."

BUSINESS PRACTICES

In order to achieve the aims set forth in "The Memorial Ideal" it is agreed:

1 That all material shall be the best of its kind and the workmanship shall be of the finest obtainable.

2 To continually encourage and offer designs which are artistic, architecturally correct, and pleasing to the eye.

3 To respect copyrights and patent rights of all members and not duplicate a design of a fellow member without obtaining his permission.

4 To employ only the highest type of sales representative and direct his activity to the best interest of the industry.

5 That as producers of monuments it is our responsibility to give every assistance possible toward the development of a high standard of business for those who sell our product to the public.

6 That we believe in lawful cooperation among businessmen and in useful business organizations that subscribe to good business principles. We pledge our support to such organizations within the memorialization industry.

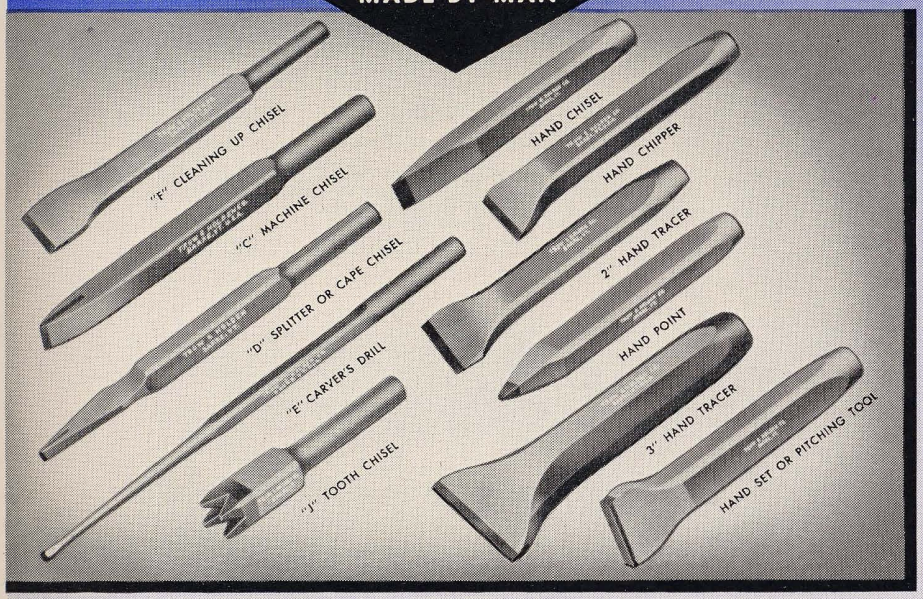
7 We seek to understand the problems, pertaining to our industry, which confront cemetery officials. We pledge our full cooperation to them in solving these problems and helping to attain the cemetery beautiful.

8 The creating and providing of monuments is an old and honorable business as vitally necessary today as ever. We recognize our obligation, to the public, to provide through the retail dealer, monuments of interest that conform to the principles embodied in "The Memorial Ideal."

BUFFALO 2, N. Y.

"TROWCO" STONE CUTTING TOOLS

TIPPED WITH CARBIDE
THE HARDEST METAL MADE BY MAN

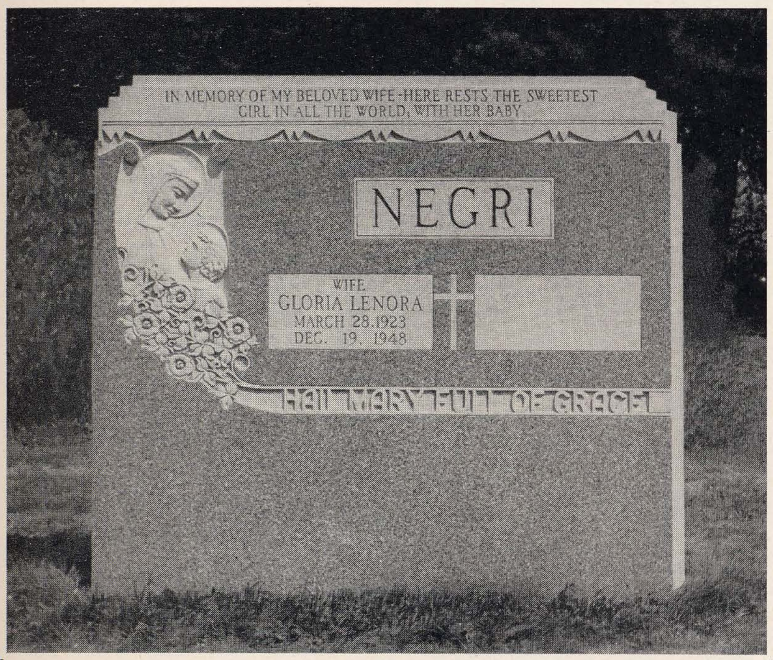


★ Require Fewer Grindings
★ Lower Production Costs
★ Last Longer
★ Cut Faster

"Trowco" Cutting Tools are Carbide Tipped for longer wear, better work, more production at less cost. They stay sharp longer. Require fewer grindings. Workmen prefer them. Made by the makers of the famous "Barre" tools known for dependability and high quality for 50 years.

Write for folder and price list on both "Trowco" Hand and Pneumatic Tools.

TROW & HOLDEN CO., BARRE, VERMONT



A RELIGIOUS MONOLITH

The meaningful inscriptions and the delicately designed Blessed Mother and Child bespeak the beauty and significance of the Negri Monolith . . . erected in Torrington, Conn., by Barnum Monument Co., of Bridgeport, Conn. . . . manufactured by us here in Barre.

ADAMS GRANITE CO.

Barre, Vermont

ARCHEOLOGISTS "IDENTIFY" ALEXANDER'S TOMB

According to an announcement made by archeologists, the only known existing part of the enclosure of the great mausoleum of Alexander the Great has been identified.

Director Alan Rowe of the Greco-Roman Museum and Professor A. Blackman of Liverpool University have identified a fragment of a limestone column found many years ago in the garden of the museum as coming from the tomb of Pharoah Ptolemy VI.

However, other authorities have suggested that it came from the Alexandria temple of the ancient Egyptian god Osiris.

The announcement stated further that if Rowe and Blackman are correct, it is the only existing part of the enclosure of Alexander's mausoleum since the tombs of the Ptolemies were included in that enclosure.

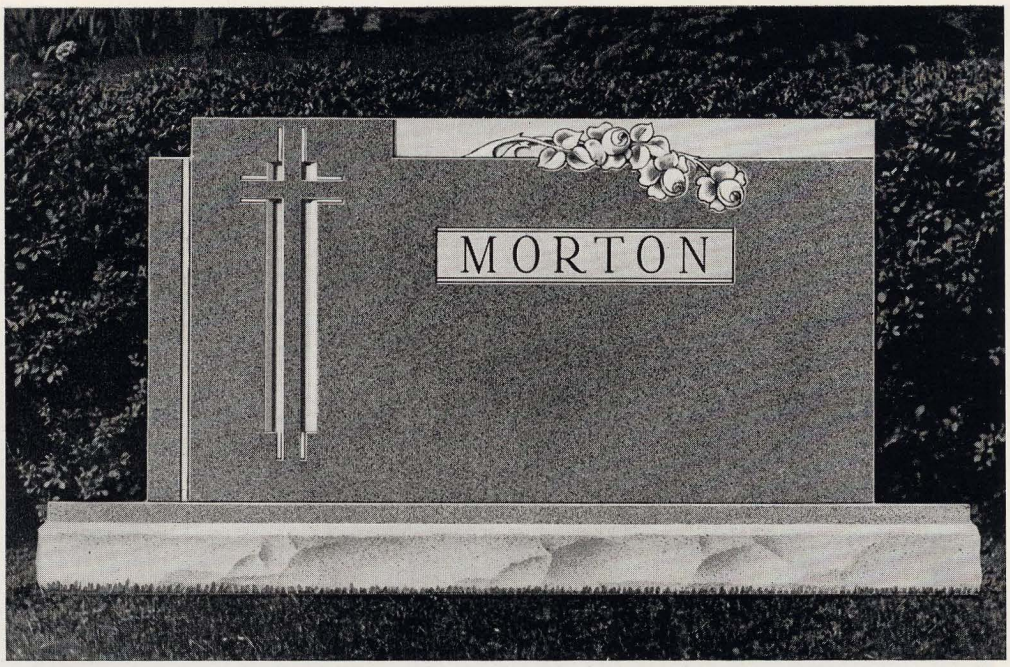
GRANITE BIBLE IN KANSAS CEMETERY

It is reported that the board of trustees of Mount Hope Cemetery, Topeka, Kansas, have announced the placing of a feature memorial in the new Sunset section. It is to be a granite Bible, the largest in the state of Kansas and one of the largest in the country.

The gray granite will be in the form of a giant open book with the surface curved to make its appearance more realistic and the Lord's Prayer carved in deep letters.

The single-slab book will measure more than eight feet across and will be over five and one-half feet high, weighing approximately 5,000 pounds.

Bookends on both sides of the Bible and also for a supporting wall at the back are to be made of white cottonwood stone.



This is No. 42 of a new series of designs by Carl Kastrup, 1705 Auburn St., Rockford, Ill.

RESEARCH and its RAMIFICATIONS

So far as my research department has been able to determine I was the first designer in this country to introduce, some fourteen years ago, what is now popularly known as the "off-side" style of ornament. When I first presented my boss with a dozen or more sketches of this type, presumably for rendering, he let out a whoop and leaped into the air. "Carl, you've got something here . . . this will revolutionize the industry . . . there's never been anything like it . . . We'll go to town on this." I grinned complacently, threw out my chest and swallowed a canary. Not being completely bereft of my senses I naturally refrained from telling him that this style of composition had been in vogue in the British Isles and on the Continent of Europe for well over One Hundred Years. Even in that far day there must have been thousands of such "headstones" (as they call them in England) in Great Britain alone, to say nothing of such small fry as Denmark, Sweden, Finland and Estonia.

Why bring this up? Well, for one thing it proves, or at least attempts to prove, that designing is largely a predatory profession. That is to say that the artist borrows and filches at will and he does it from every conceivable source. His art, if it can be called that, is simply arranging elements into a pleasing and harmonious accord. It is impossible to imagine anything we have never seen. If you don't believe this try it some day. Preferably at a time when you are relaxed rather than on a highway going 90 miles an hour but here again the individual should use his own prerogative. If he thinks better with his eyes closed this may be the opportune moment to conduct the experiment. We have designs for any eventuality.

Carl Kastrup



Another "SMALL MEMORIAL"

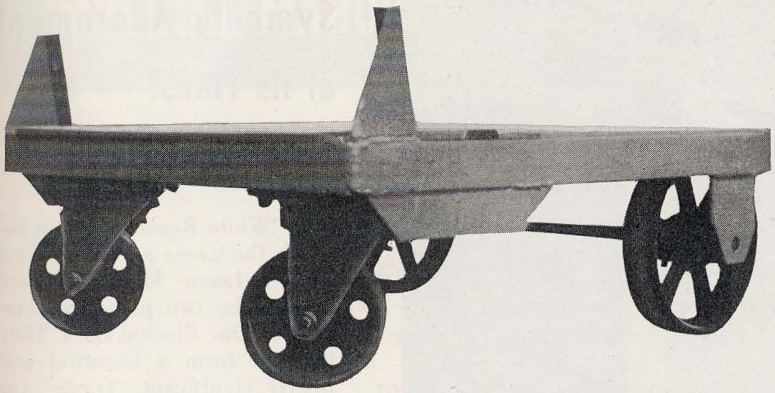
The "Shubert" design illustrated is another in our series of small memorials of the bread and butter type.

The polished top of the die and the polished front of the base add considerably to a small monument of this kind.

The carving is kept at a minimum for economy in production.

This is No. 97 of a monthly series of designs by Glen I. Lammers, President, Bliss Design Co., Rockford, Ill.

BACO ALL-STEEL FRAME HAND TRUCK



WITH HEAVY COMPOSITION TOP

28" wide x 35" long—weight of truck 135 lbs. Capacity 2000 lbs. Height from floor 11¼". Swivel wheels in front of truck.

TRUCKS USED but in EXCELLENT Condition.
Price NEW—$100.00 —
OUR SPECIAL Price $30.00
F.O.B. Our Warehouse, Quincy, Mass.

Truck provides the easiest means of moving dies to and from the Sandblast Room. There are only 24 of these trucks available. Place your orders today!!

BACO Products

BATES SUPPLY COMPANY

11 VERNON STREET **QUINCY, MASS.**

Decatur, Ill., Decision Clarified

EDITOR'S NOTE: *The article printed in our July issue and referred to below was a digest of a newspaper article from one of our several clipping agencies. In the interest of all concerned, we publish not only the letter from the attorneys for the Cemetery Association and the operating company, Decatur Cemetery Land Co., but also the Court's decision and the letter of the attorneys to their clients analyzing the Court order:*

In reading the attorney's letter to Mr. Taylor it must be remembered that this is merely their analysis of the Court's decision and that their opinion that the court approves the present regulations, specifications and charges of the Cemetery "as they exist" may simply mean that the plaintiffs failed to prove their charges and that the subject is open to reconsideration upon new evidence. In short, the Court's decision neither expressly approves the Cemetery's rules, regulations, etc., nor does it preclude further suits. In the opinion of our legal counsel the decision infers considerable protection against any future practices of the defendants which may be considered discriminatory and monopolistic.

September 13, 1949
Monumental News-Review, Inc.
Gentlemen:

In your *Monumental News-Review,* Volume 61, No. 7, for July of 1949, at page 72, you caused to be published an article entitled "Court Halts Sale of Monuments by Graceland Cemetery, Decatur, Illinois."

For your information, Graceland Cemetery is operated by Decatur Cemetery Land Co. Decatur Cemetery Land Co. has heretofore been, and still is, engaged in the business of selling monuments and markers. It is operated by and through its trustees as a common law trust. Upon the purchase of a lot in Graceland Cemetery, the lot owner becomes a member of

[*Continued on next page*

GOLD BOND COLOR CARVING

WE ARE PAST MASTERS IN THE ART OF COLOR CARVING. WE ARE FURNISHING DIES AND MARKERS TO MANY DEALERS, COMPLETELY COLOR CARVED AND LETTERED. SEND US YOUR SIZES FOR ESTIMATES IN ALL LEADING GRANITES.

BRUCE MARBLE and GRANITE WORKS
FORT SCOTT, KANSAS

JOIN YOUR ASSOCIATIONS

Dependable Service

Honest Workmanship

BONAZZI & BONAZZI
MONTPELIER, VERMONT

Honest Value



COPYRIGHTED DESIGN—U.S. Patent No. 2349065—Canadian Patent Applied For

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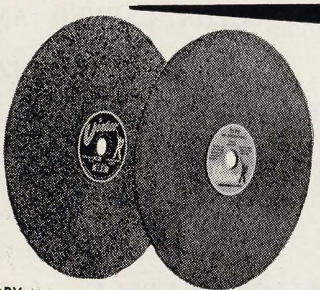
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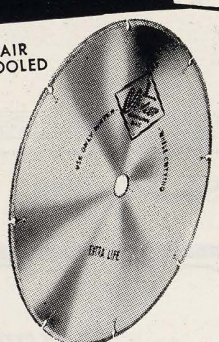
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DECATUR, ILL., DECISION . . .

Continued from Page 39]

New Graceland Cemetery Association, a corporation not for profit.

New Graceland Cemetery Association never has engaged in any business, let alone that of selling monuments and markers, and New Graceland Cemetery Association being merely an association of lot owners existing for the purpose of maintaining and caring for the deeded properties out of any funds established by trust, is not Graceland Cemetery.

While the Court and the decision referred to in your article did state that the Association, as a corporation not for profit, could not engage in any business, the Court specifically refused to enjoin the trustees of Decatur Cemetery Land Co., from selling monuments and markers. The trustees of Decatur Cemetery Land Co. were the persons engaged in the business, and still are so engaged. The relief sought by Decatur Monument Co. therefore failed.

Your article is not only erroneous but misleading.

The Decatur Cemetery Land Co., operating Graceland Cemetery, hereby demands a retraction of this article in your earliest publication, together with a clarifying article, of the same prominence, as the article complained of.

Yours very truly,

S. EVERETT WILSON
Weilepp & Wilson
Attorneys at Law
Standard Office Building, Decatur, Illinois

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DELANO, MINNESOTA

RE: GRACELAND CEMETERY—CIRCUIT COURT ORDER

"Defendant, New Graceland Cemetery Association, enjoined and restrained from engaging in the business of purchasing monuments and markers; and defendants are enjoined from enforcing or attempting to enforce restrictions in deeds of various lot owners forbidding the purchase of monuments and markers from others than the grantors in deeds, or its duly authorized agents.

That the defendants be enjoined and restrained from forbidding the owners of lots in the cemetery from attempting to bring in or from bringing into the cemetery or placing on their respective lots, monuments or markers purchased from or through others than the defendants herein, provided such monuments and markers meet the specifications and regulations of the New Graceland Cemetery Association, and provided same are set at such times as will not interfere with funeral services being conducted in such cemetery.

Relief denied as to enjoining trustees of Decatur Cemetery Land Co. from purchasing and selling monuments to the cemetery.

Relief denied as to enjoining defendant from making charge of $12.50 for construction of concrete base for markers to be placed on lots in said cemetery by lot owners."

Letter from Weilepp & Wilson, Attorneys at Law, Standard Office Building, Decatur, Illinois:

to Mr. George Taylor
Graceland Cemetery
Decatur, Illinois
July 8, 1949

Dear Sir:

The Circuit Court of Macon County, Illinois, handed down a decision in the matter of Decatur Monument Co. v. New Graceland Cemetery Association, et al, on July 7, 1949. Copies of this order are attached hereto.

I will review this order by paragraph.

Paragraph 1 specifically enjoins New Graceland Cemetery Association from engaging in the business of purchasing monuments and markers. New Graceland Cemetery Association, as you know, is the

[*Continued on next page*



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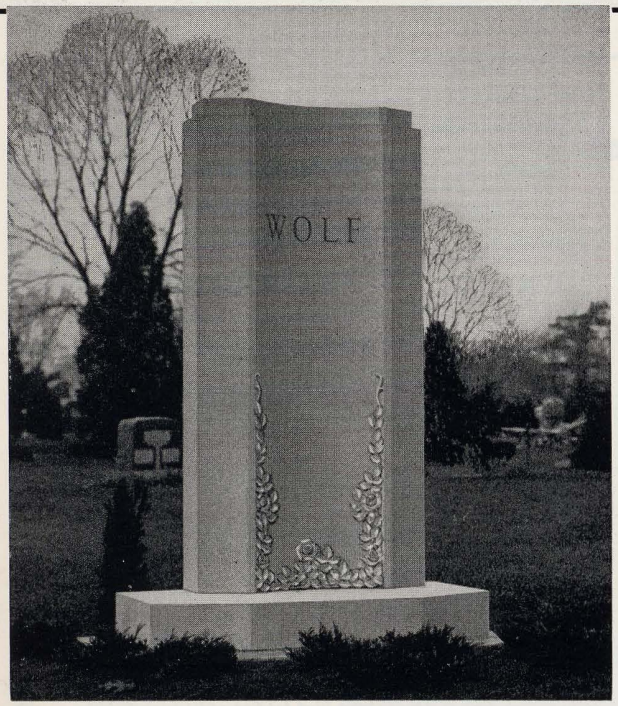
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BARRE, VERMONT BOSTON, MASS.

DECATUR, ILL., DECISION . . .

Continued from Page 41]

association of lot owners. It is a corporation not for profit, and as the court explained in his oral comment in handing down the decision, a corporation not for profit cannot engage in private enterprise for profit. You know that the lot owners' association has never engaged in the business of purchasing monuments or markers or engaging in that business in any way. Therefore, the decision of the court in restraining New Graceland Cemetery Association was merely a decision on a rather moot question, and in no way affects your operation.

The second portion of Paragraph 1 of the decision enjoins all the defendants, meaning New Graceland Cemetery Association and the Trustees of Decatur Cemetery Land Co. from enforcing any restrictions in a deed whereby purchasers of lots were required to furnish monuments and markers from the grantors in said deeds, or its duly authorized agents. You will recall that several years ago we ceased placing such a restriction in the deeds, and since it has not been our practice to place such a restriction in the deed, this order of the court does not affect us in any way.

Paragraph 2 of the decision enjoins all of the defendants, namely, the New Graceland Cemetery Association and Trustees of Decatur Cemetery Land Co. from forbidding the owners of lots from bringing in from the outside and setting monuments and markers purchased from other than the defendants. However, it specifically states such monuments and markers must conform to the specifications and regulations of the Cemetery. It has always been the practice of Decatur Cemetery Land Co. to permit the setting of monuments and markers purchased from others to be set in the Cemetery, provided they met with the specifications and regulations of the Cemetery. This decision is in our favor due to the fact that Decatur Monument Co. said that our regulations and specifications are unreasonable. Again, the Court only requires us to do what the law always has required, but at the same time approves our regulations and specifications.

Paragraph 3 of the decision specifically denied granting any injunction against the Trustees of Decatur Cemetery Land Co. from buying and selling monuments and markers. Decatur Cemetery Land Co. being a common law trust conducted by and through its trustees, has been the body engaged in the sale of monuments and markers. It was attempted by Decatur Monument Co. to enjoin the Trustees of Decatur Cemetery Land Co., from continuing this business. This relief the Court denied.

In other words, you may continue as Decatur Cemetery Land Co. by and through its trustees to buy and sell monuments and markers.

The only other request by the plaintiff was that we be enjoined from making a charge of $12.50 for construction of concrete bases for markers. The Court specifically denied granting any injunction on this. In other words, the Court has placed its stamp of approval on this charge as being reasonable regulation of the Cemetery.

There is no order concerning our charges for opening and closing graves. The prayer of the plaintiff asked that we be restrained from making unreasonable charges. The Court's decision is silent on this point. In other words, the Court approves our regulations, specifications and charges as they now exist.

There is no question but what the decision of the Court was completely in favor of Decatur Cemetery Land Co. and the decision does not require any change in your method of doing business whatsoever.

Unfortunately, the public does not discern between New Graceland Cemetery Association, which is the lot owners' association, and Decatur Cemetery Land Co., which is the operating company, but seems to throw both entities under the common label of Graceland Cemetery, which is the name used by the operating company for the Company.

The newspaper article was almost totally in error in reporting this decision.

Yours very truly,

SEW:S (Signed) S. EVERETT WILSON

BIDDING ON TOMBSTONES LIVELY

Washington Auctioneer Ralph Weschler reported some spirited bidding on a couple of 1500-pound items by a pair of men who were obviously looking ahead. The items: Two tombstones which went for $280.

Continued from Page 28]

required to pay his pro rata share of expenses necessary to protect the memorial business.

A very large percentage of the memorial granite and marble produced in the United States comes from three major districts: Barre, Elberton and St. Cloud. The prosperity of these three districts is directly proportional to the prosperity of the individual monument dealer in the entire 48 states.

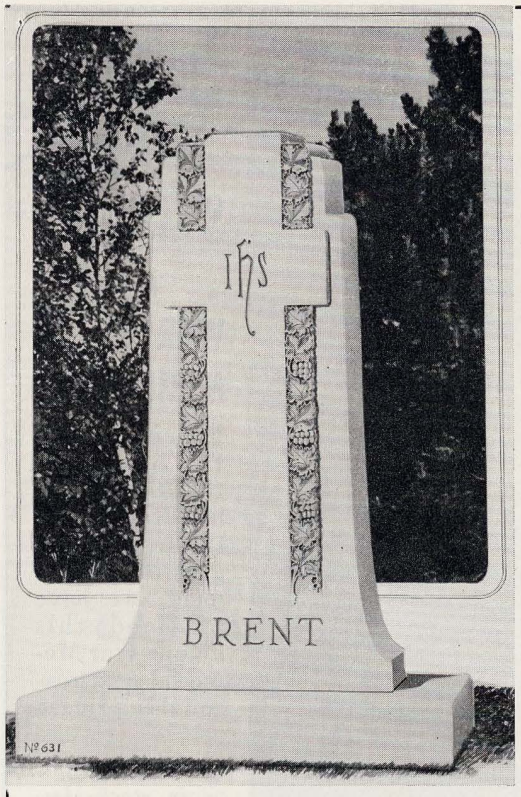
For each and every individual dealer or for the small state organizations to try to fight the battle alone is as impractical as Don Quixote fighting the windmills. What we need is organization on a national scale; organization that will get to the heart of the matter. The Monument Builders of America could and should find ways and means to collect the necessary money to augment our general fund which could be readily available and funneled to state or district associations as the need arises. As most of you know, there are hundreds of monument dealers throughout America who contribute nothing to a worthwhile program. Most of them don't realize that they are being put out of business by our highly organized opposition. I suggest we find a way to make them assume responsibility whether they like it or not.

And now, point No. 4. The highly organized no-monument cemetery campaign. The cemeteries are well organized on a national scale and have been for many years. That is why we already have on the statute books of most of the 48 states, cemetery laws so comprehensive that a cemetery organization can practically monopolize the memorial business if they so desire. The objectionable features of the cemetery laws are essentially the same in practically every state. It is impractical for each local association to hire top flight legal aid. For example, if six different associations hire a $2,000 lawyer to separately do about the same job, it costs $12,000 per year. How much better and cheaper it would be for M.B.A. to hire a $5000 a year man to do the job for all six local associations.

Then, too, this kind of coordination would allow us to attack our opposition at the weakest points and would enable us to concentrate our efforts on these points. Concentration wins; dissolution loses. No state should be allowed to go into a legislative program until they are organized well enough and are approved by a policy committee. I would cite you specific examples of the past year. Three of our local associations attempted legislation following the same lines. Massachusetts was successful; North Carolina and Texas failed. Why did two fail while the other succeeded? A coordinated legal department could answer that question. Furthermore, a coordinated legal department probably would have advised that only one effort be made at a time rather than three. Texas legislation was left hanging in mid-air with no decision and the fact that North Carolina failed completely will make it just a little tougher on us the next time we try.

We conclude with point No. 5. Upholding the prestige of the dealer in his community. The prestige of the monument dealer could be strengthened in his own community if quarriers and manufacturers would use more care and better judgment in selecting their dealers. A legitimate dealer who is a credit to his community and who maintains a creditable place of business cannot compete on a cost basis with a catalog peddler. Since most of the memorial business is concentrated in the aforementioned three areas, it should be the responsibility of

[*Continued on next page*



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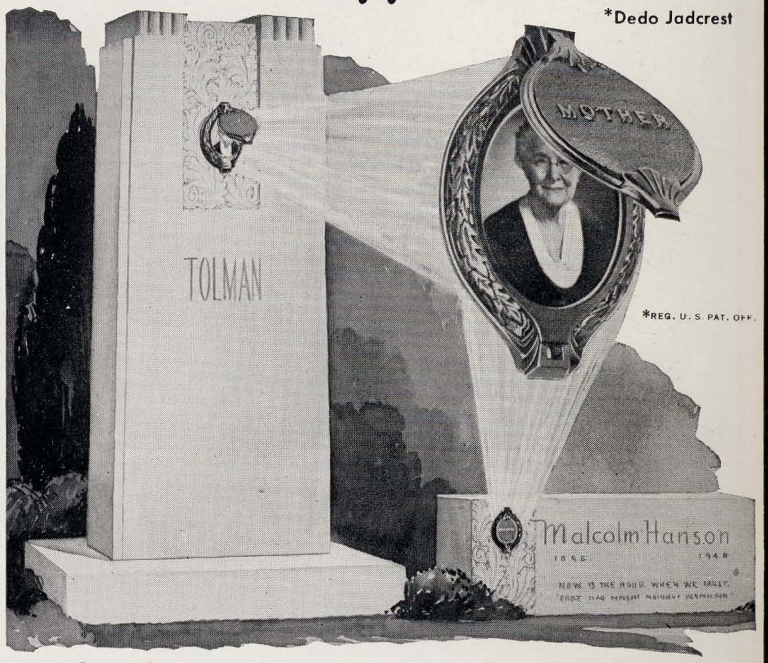
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ROBINSON SPEECH . . .

Continued from Page 43]

the Monument Builders of America to find ways and means of remedying this deplorable condition. We, of the monument builders of the southwest, feel that a licensing and bonding setup for dealers would be helpful and we intend to bring this about when our legislature meets next year. But it is difficult for a single state association to bring enough pressure to bear on the manufacturers to correct this situation. This certainly is a problem which must be handled by the National Association and more and more dealers from all of the 48 states are beginning to realize it. I feel sure that they are going to demand more positive action by the Monument Builders of America.

To sum it up, the Monument Builders of America should participate in state association controversial activities. They should recognize the power of organization, the weakness of isolated state associations, the fact that every dealer should be required to pay his pro rata share of necessary expenses to protect the memorial business or in other words, they should promote dealer responsibility; they should recognize the highly organized no-monument cemetery campaign and the necessity of upholding the prestige of the dealer in his community.

I don't want to hear about how much you guys made during the war when I was out fighting to win the war, but I want to know, what are the Monument Builders of America going to do for me today that is going to help me in my business. (Applause).

STEVENSON SPEECH . . .

Continued from Page 28]

Another function for the National Association would be the continuance of a sound organization, an organization which would equal the organizations of any of our adversaries, and practically all of them do have strong national organizations. It seems to me that when any situation arises which might work to our material disadvantage, our National Association could call upon other national agencies of our overall industry, and by sitting down around the table with the national association of other industries, attempt to work out a satisfactory solution. I honestly think that the National Association could do more to help the industry by continuing to develop a very strong association and work untiringly upon all questions that are of a national nature. By supporting the National Association we can be a part of that work. The National Association would be much more forceful by assisting in the development of strong state and district associations. These branches would lend to the support of the parent organization, with the National Association maintaining the various staffs necessary to give sound advice to the local association. Coordinate all the branches, and by the entire and combined efforts of all, build an industry that would be strong. With this plan it seems to me that the National Association then should be in the position to avoid local controversial questions rather than to participate in them. The advice, knowledge of similar situations elsewhere, and the overall picture of our national problems would be of untold value to the various sections in planning and carrying on any productive program. All of us would benefit thereby.

I think most of us are prone to let the parent organization intercede for us when difficulties arise. This is human nature.

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Many of you know the one who was born with the silver spoon in his mouth. He never had to determine a question for himself. Mom and Dad did the entire job. They would intercede for him in the arguments which would arise. The poor kid finally grew up and when he had to stand on his own, just didn't know the sound principles of self preservation. Then, we know the other type too. He was the fellow who had good parents. They gave him sound advice. They tried to teach him the rules of the game; possibly never interceded in any of his difficulties; but they laid the groundwork for him and when difficulties did arise he was able to stand on his "hind" feet and take care of himself. Yet when he did get in a tight place, he had someplace to go and get sound advice. He knew that Mom and Dad would be right there to lend that advice and give him the encouragement which would help him over the hump. This same theory is applicable to religion, business, politics of just life itself. Right here I think the thought is most applicable, and I would like to see this convention go on record advocating a closer relationship between the state and national associations so that the advice and counsel of the National Association, as the parent association, could be rendered to affiliated organizations in order to avoid, rather than to participate in controversial matters.

LAINGOR SPEECH . . .

Continued from Page 29]

monument industry and its patrons; to increase the use of their products; to improve the conditions under which the operation and the business of the industry is carried on; to develop fair and just competitive methods; to perfect machinery for the peaceful settlement of disputes between members of this Association or between them and their employees or patrons; to protect the industry against unfair and unjust burdens and exactions; and generally to do such things as are authorized by the articles of incorporation."

I do not believe my opponents can justly deny that under either of these articles, the National is not impowered to assist any of its individual members or affiliated organizations in any lawful manner.

I feel that the National should retain a legal staff who's duties it would be to assemble a complete file of the cemetery laws of each state, they should assist local and state groups to strengthen state laws, either by legislation, or, by state test cases to prevent speculative cemeteries from preying on the

[*Continued on next page*

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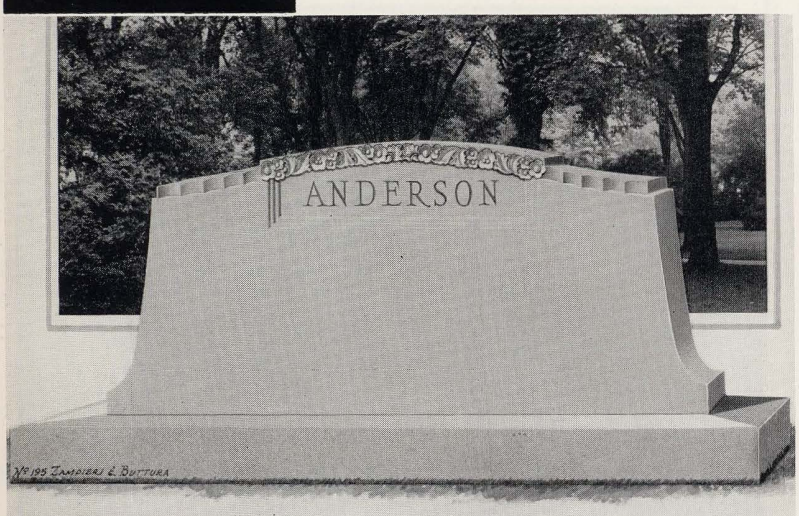
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BARRE, VERMONT . . . . .

LAINGOR SPEECH . . .

Continued from Page 45]

unsuspecting public, who are being defrauded. In fact, we owe it to the general public to act in their behalf to prevent a continuation of the practices that were so forcefully brought out in the recent article in *The Women's Home Companion* for May 1949. Park's office was kind enough to call this article to the attention of the entire membership, yet, the policy of the Association is to do nothing about the continuance of these existing conditions.

This convention should indorse the law recently passed in New York State, and do everything possible to secure the passage of similar laws in every state of the Union. As a layman, I am lead to believe that law will accomplish the intended purpose, because certain cemetery people did everything in their power to prevent its passage. Since they are against it, I am for it.

Let me say here, we all have friends among the cemetery people who operate their property the way the writers of the laws, exempting cemeteries from taxes, intended them to be operated, but, these people are in the minority; they themselves, see and know what is taking place over the country and are powerless to clean their own house.

Mr. William C. Henning, Executive Secretary of the American Cemetery Association stated in his remarks before the recent Ohio Monument convention that, "52 member organizations are specifically designated as Memorial Parks. This means that over 25 per cent of our members have some interest in the non-monumental section or cemetery." So you see, that organization is not made up of cemetery superintendents who

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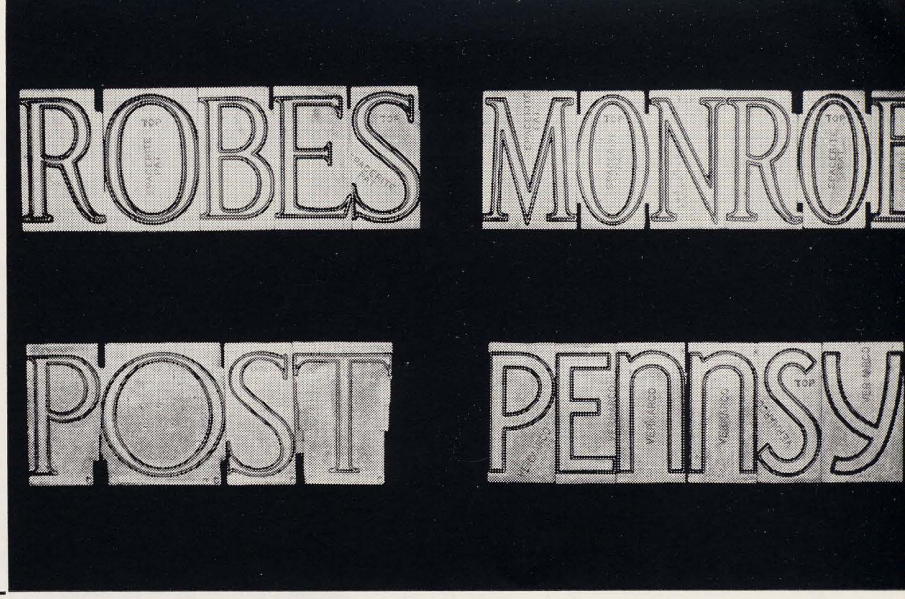
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are employed by municipally owned and no-profit cemetery associations for the purpose of beautifying the property, serving the lot owners and to protect the perpetual care funds. That, I think, was the normal duties of the founders of the organization.

It has been stated, that in some states there are so few members of the National that they can't afford to waste money fighting for the dealers of that state. I recently questioned a friend of mine on this subject. He is the National Vice-President of a very small organization, having less than six hundred members in the United States. He told me there were only three members in Oklahoma and about thirty in the five state district, yet, he appeared before the State Health Department of each of these five states and was accompanied by legal assistance, that was furnished and paid for by their National organization. In another line, I was told that their National organization helped in getting a license law passed in Oklahoma and that the same law was now being made ready for seven other states, and when they are introduced, the National organization will have men and money on hand to help put this law on the books of each state. Through my acquaintances, I have checked on several different National organizations and without exception, I have been told that their National office is always ready to step into the picture whenever any part of its membership needs assistance, on the theory, "what affects one member is the problem of all."

If any of you are in doubt about the cemetery people not having help from their National organization, when their interests are in jeopardy, ask some of the boys from Texas or California where they have attempted to pass legislation recently.

Lets look at the present program of our own organization. I sometimes wonder if it is not an Eat & Belch Civic Club. The only constructive project being pushed at this time that I know of, is House Resolution No. 4241, which would permit the government to pay you $25 of the purchase price of a marker for a veteran. I have done all I possibly can for the passage of this resolution, and I urge each and everyone of you to do the same, but do you realize the government marker business is not one-tenth of what you and I are losing, because of the non-monument cemeteries and the commercialism of God's Acres? I for one believe, that if this organization would employ the proper legal talent and an aggressive program were inaugurated, it is still not too late to save our industry,

[*Continued on next page*



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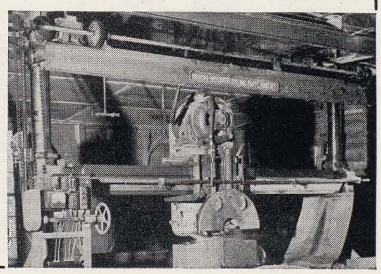
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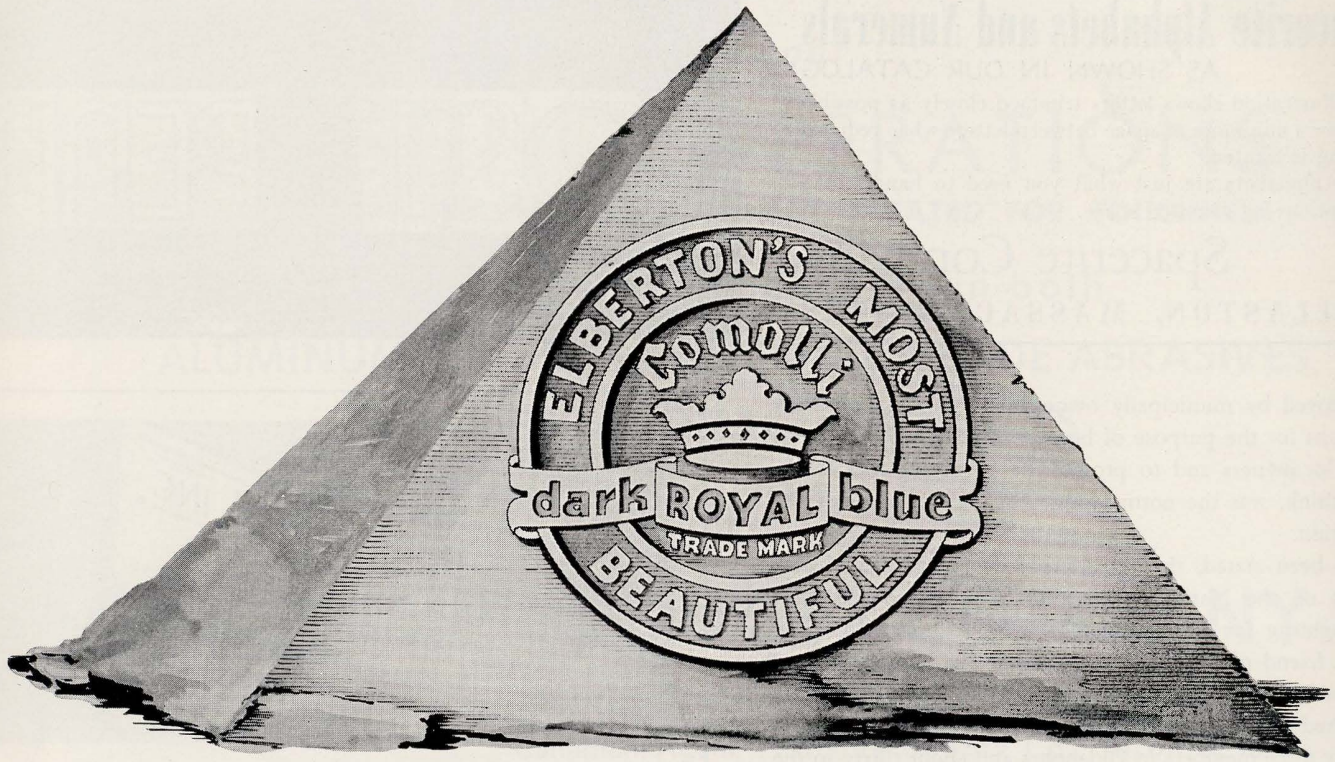
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CHESTER, MASS

LAINGOR SPEECH . . .

Continued from Page 47]

but it can not be accomplished by the appeasing program which has been followed in the past. Chamberlain appeased Hitler at Munich which caused disaster at Dunkirk. Appeasement of the cemetery speculators and promoters means disaster to this industry.

SMITH SPEECH . . .

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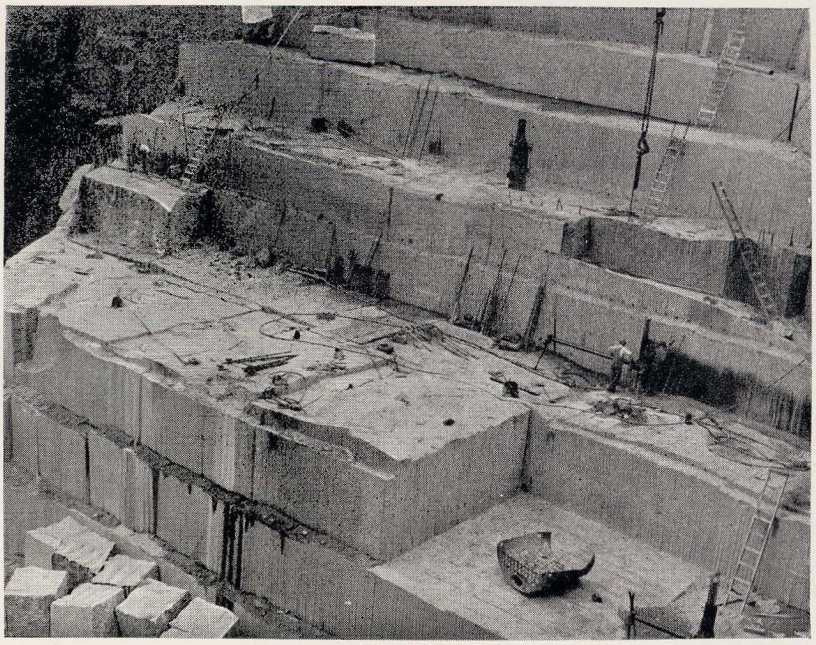
operation of the thirty odd township operated cemeteries of my home county. I presume and have reason to believe that this condition prevails throughout the entire nation.

Within my personal experience while serving the state association of Ohio, I was a party to three specific attempts to pass legislation in the state of Ohio in cooperation with the cemetery people and township trustees of the state and I can vouchsafe that it is a tremendous task, costly and exasperating. During the third attempt our National Association willingly afforded legal opinions, suggestions and recommendations but did not in any active way participate in committee hearings or effect contact with the Ohio legislators.

If you will but recall the past history and experience of our own and affiliated associations within the industry, I believe you will agree that it is wholly unwise for our National Association to enter these controversial realms of activity.

First go back to 1911 when our then strong National Association together with certain producers formed a white list and were hailed into federal court in Baltimore in 1912 and the directors fined $12,000. Reflect upon the legal and legislative

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activities of the Memorial Extension Commission which represented quarriers, manufacturers and retailers. While some laws were passed the net result produced the poorest relationship between the cemeteries and the monument industry of any period thus far in the history of our industry—so says Tom Rankin. The antagonisms and rebellious spirit created by the activities of the M.E.C. have not yet died out and perhaps never will. Follow that pattern through and suppose that in one state or a few states your National Association spearheading the attack was successful in passing regulatory legislation—the reverberating effect of a united opposition would immediately be felt across the entire country by our industry and I am much afraid the laws passed would prove to be hollow victories.

Despite certain philosophy to the contrary, fundamental law still demands full payment for all favors. Present day thinking is to the effect that you can legislate your ills out of existence. That has never been the case and never will be. There never has been a piece of regulatory legislation enacted that did not exert from the supposed benefactors a full measure of responsibility and payment. As previously pointed out, should the National Association come into Ohio and attempt legislation to handle metropolitan problems that do not exist throughout our urban areas and force upon me the responsibilities and unwanted regulations with their corresponding costs, I would personally be resentful.

Our very existence—social and governmental, is based on compromise. Our actual sales are truly a form of negotiation.

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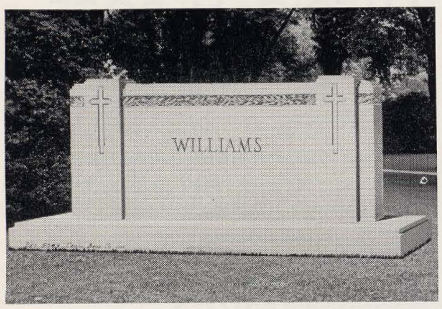


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SMITH SPEECH . . .

Continued from Page 49]

In my humble estimation the answer to our problem is neither the court or the legislatures but the perfecting of a method and program of successfully negotiating our problems with those with whom we are forced to work—giving a little and taking a little and along with that studiously applying our thoughts and talents as to how we can better serve the public and increase the value of our service and product in their estimation.

Working towards the perfection of such a method and program and assisting in its successful inauguration is truly a function and purpose of our National Association.

GIFTS FOR THE LADIES AT THE M.B.A. CONVENTION

In the report of the Forty-Third Annual M.B.A. Convention which appeared in the last issue of the *Monumental News-Review,* the following statement was made: "Gifts were presented to Past-President Olsen and Executive Vice-President Park, their wives accepting the gifts with a few words of appreciation."

As the gifts were presented to the wives rather than to their husbands, we hasten to make this correction at our first opportunity.

To Mrs. Olsen, President Schwartz presented a beautiful figurine in token of appreciation from the association for her work as chairman of the Ladies' Committee, while Mrs. Park was presented a handsome purse for her efforts on behalf of the association during the year.

The presentation was made following the Grand Banquet and President Schwartz emphasized the fact that much of the credit for the accomplishments of Mr. Olsen, retiring president of the M.B.A. and president of Greene-Grignon & Peterson Co., Duluth, Minn., and Mr. Park, executive vice-president of the M.B.A. must go to their wives. Their tireless energy and enthusiasm aided greatly in making possible the successful year of association endeavors enjoyed by both men.

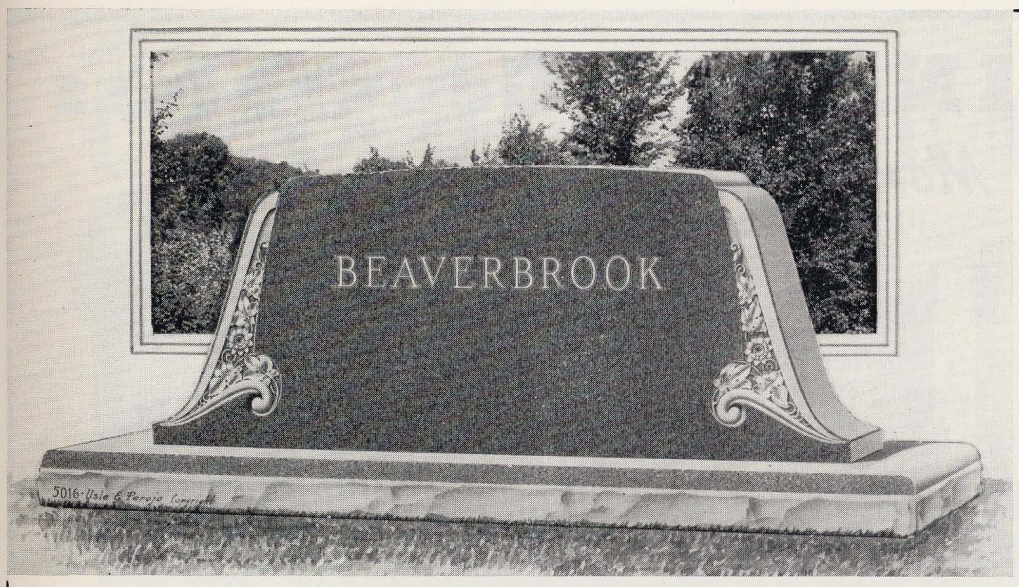
A.C.A. CONVENTION IN CINCINNATI

The sixty-third annual convention of the American Cemetery Association was held at the Netherland Plaza Hotel in Cincinnati, Ohio, August 29 to September 2, 1949, with an attendance reported to be equivalent to practically two-thirds of its current membership.

Vital cemetery problems were analyzed, the imperativeness of alertness to legislation hazards was stressed, cemetery maintenance methods were discussed, the essentiality of Christianity in business was brought out, cremation's trend and many other features made an outstanding program.

Nominees for 1950 officers were unanimously elected as follows: President, Herbert W. Gausewitz, Graceland, Milwaukee, Wis.; first vice-president, Barrett Adams, Forest Hills, Boston, Mass.; second vice-president, R. F. Allison, Lexington Cemetery, Lexington, Ky.; editor, The ACA Bulletin, Wiley L. Morgan, Greenwood, Knoxville, Tenn.; secretary treasurer, Harley D. Riggs, Forest, Oskaloosa, Iowa; directors for three years, Orrin J. Perrott, Floral Park, Indianapolis, Ind., Caswell M. Smith, Woodlawn, New York, N. Y., and George E. Youden, West View, Pittsburgh, Pa.

According to present reported arrangements the next annual convention will be held in Grand Rapids, Michigan, August 20-24, 1950.



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DIRECTOR OF PERSONNEL
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MONTPELIER, VERMONT

AT COMMENCEMENT BARRE SCHOOL OF MONUMENTAL DESIGN
THURSDAY, JUNE 16, 1949

EDITOR'S NOTE: *The following address seemed to us to be of unusual interest in these troubled times. When Mr. Warren delivered this speech we felt its impact and have decided to print it here in full for the benefit of the trade.*

Despite the characteristic insecurity of predictions, I feel quite safe in saying that by the time you are fifty you will be learning, perhaps even for the first time, how much of your life-long ambitions may be realized and how self-satisfying they may be. Until you reach this middle age, it is reasonable for you to assume that some day your real self will be realized. There is an element of tragedy associated with the middle years because physicians and preachers tell us that irrespective of material comfort a great many people come to dead center at that time. It has, therefore, become known as the dangerous age. It is then that you *should* be enjoying life in its fullest vigor.

Within the past few years we have emerged from a titanic conflict at the zenith of our influence as a world power. One does not need to probe deeply, however, to find all about him an abundance of pretense, sordid desire, hypocrisy and duplicity. The outlook is anything but refreshing and reassuring. Where are the unimaginably wonderful comforts and gadgets which we were promised for the postwar world? How about private planes, helicopters, heat without fuel, light without lamps, cooking without heat, housekeeping by button pressing, no more slums, capsule meals, sulpha drugs for every disease, jobs for everybody, old age security, no more poverty or disease?

The horizon is decidedly cloudy, and we are beset with

[*Continued on next page*

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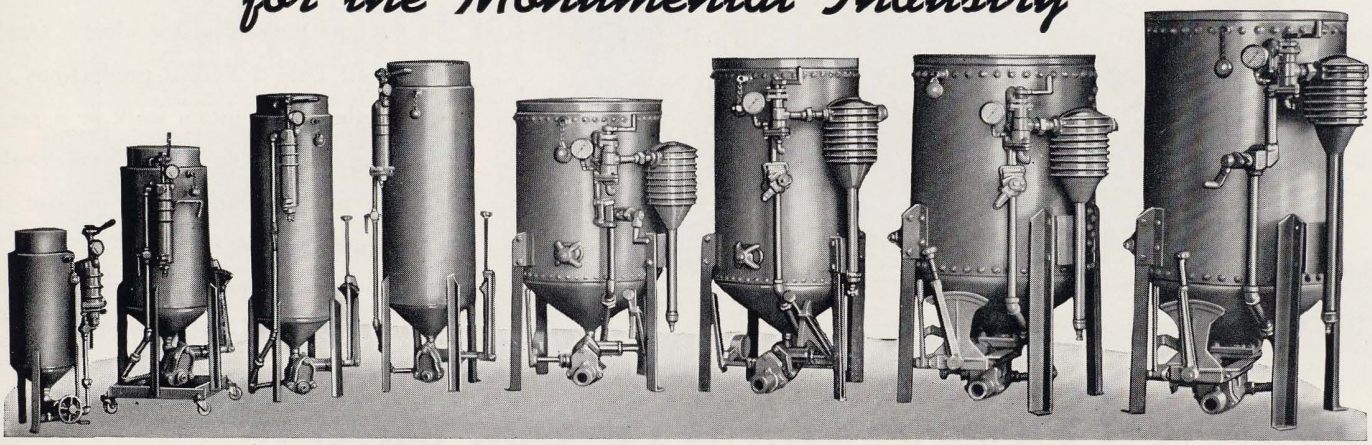


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Continued from Page 51]

perplexing paradoxes. The old world seems to stay sick with sin abounding and crime flourishing. How discouraging it is that men continue to exploit one another, that we have wars and strikes and food shortages, causing millions to want in a world of plenty. Why is it that millions must be miserable who might be happy? It is because men simply will not listen to the voice of reason. Men take business seriously; men take politics seriously. So, also, do they take food and clothes, baseball and golf, motorcars and movies, seriously. They seem to take such things so seriously they are willing to lie and to cheat, to steal and to doublecross, even to fight to get their ends answered and on they go blandly ignoring the art of living. Of course, like all general statements, this is not altogether true, but it is altogether too true. We are so concerned with making a living that we are failing to live. We confuse the necessities of existence with the necessities of life. The things people really live by are peace of mind, contented spirit, faith, hope, love. The pity and tragedy of it is that in our zeal to get the things we need to exist we fail of those by which we live.

Good will is not the whole story and no sane man would ever argue that it is because life isn't so simple as that. The world simply must have body as well as spirit. Business is necessary; so are politics and government. Houses, clothes, and food are important, but unless our concern for such things is infused and animated and motivated by good will, we simply let ourselves in for more misery than happiness.

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The world you face is indeed intricate and insecure. It is so baffling that many despair that it can ever be mastered. But recorded history tells us of the innumerable periods of sunshine and darkness, and reassures us convincingly that right will prevail. Life in all ages has appeared to the people of the age as baffling and insecure. True, these attributes today have assumed new forms, but there is no reason to doubt that our modern world can be resolved if we summon intelligence and patience to assist us. It is not the speed of modern life that is killing. If you keep alive the creative instincts, there is no limit to how fast you can move or how far you can go. It is boredom, a lack of strong interests, idleness as contrasted to leisure, and failure to grow, that destroys. It is the feeling that nothing is worthwhile that makes men sick and unhappy.

Irrespective of your profession or occupation, civilization places upon you the burden of meeting problems which cannot be evaded and decisions which have to be made. None of us can evade this responsibility and at the same time preserve any degree of self-respect. As just ordinary self-conscious individuals, all of us are faced with these experiences. It is comparatively easy to be a pessimist and to feel that fate rolls crooked dice against us, but it is only the defeatist who wails that men face a future of diminishing opportunities. Civilization may be embarrassed temporarily but in no sense is she bankrupt spiritually. The resources of the world remain full and rich, and the possibilities of higher standards of living, more general diffusion of culture and fuller realization of human values are still within reach. In no sense do we stand at the bleak end of an open trail.

About 110 years ago, the distinguished Daniel Webster in addressing the United States Senate said: "There are persons who constantly clamor. They complain of oppression, speculation, and pernicious influence of accumulated wealth. They cry out loudly against all banks and corporations and all means by which small capitalists become united in order to produce important and beneficial results. They carry on mad hostility against all established institutions. They would choke the fountain of industry and dry all streams.

"In a country of unbounded liberty, they clamor against oppression. In a country of perfect equality, they would move

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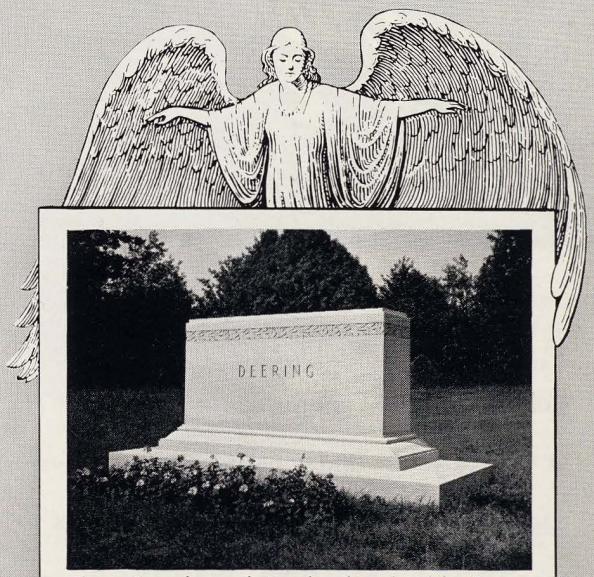
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Continued from Page 53]

heaven and earth against privilege and monopoly. In a country where property is more evenly divided than anywhere else, they rend the air shouting agrarian doctrine. In a country where wages of labor are high beyond parallel, they would teach the laborer he is but an oppressed slave.

"Sir, what can such men want? What do they mean? They can want nothing, sir, but to enjoy the fruits of other men's labor. They can mean nothing but disturbance and disorder. The diffusion of corrupt principles and the destruction of the moral sentiments and moral habits of society."

This single instance is illustrative of one of the many depressing periods through which this great country has come. Things apparently looked pretty black to Daniel Webster and his contemporaries, but consider the advances which have been made throughout the world since 1839. Despite our great material progress, however, we still stand at the threshold as far as our knowledge of human relations is concerned. The prescription for better human relations has been available to mankind for thousands of years and yet men who know better, yet apparently do not know better, continue to agonize over high sounding programs. At the same time by their very indifference and neglect they hamstring those very agencies which offer programs which would get results. I make bold at the risk of being labeled provincial to suggest that we need to cultivate more faith in primary values. After we have experimented long enough with social theories, governmental experiments, philosophies, "isms," "oses," and ideologies, we may have the sense to get down to first principles, and these first principles are fully as applicable in banking, medicine, retail merchandising, and in the granite industry as they are in the less tangible areas of religion, psychology, good brotherhood, and family relationships.

The students of this unique school are prepared to follow an equally unique occupation; one which is intimately related to human relations; one which challenges each of them in a very unusual way. Despite your primary interest in the design and sale for a profit of tangible memorials, and I do not for one instant deprecate the commercial aspect of this work because it is only by profit that business can continue to exist, you are quite as much concerned with the intangible.

In fact, I would go so far as to say you are concerned in no small way with immortality. It will be for you to interpret the personalities of many departed and perpetuate them for their survivors. This is a task which will tax your ingenuity and challenge your abilities of interpretation and design. In many instances it will be a very delicate matter, and you may become nearly as close to your clients as physicians, lawyers, and clergymen. In this unusual work, it, therefore, behooves you to understand people, to be conscious of the great social and moral problems of the time, and to develop a brand of maturity peculiar to your particular business.

If you would survive, and we all have reason to believe you will, you must exercise a brand of leadership which will carry you to the head. So I stress at this time the urgency for your cultivating a set of personal principles which will adequately fortify you against the buffeting which is ahead.

There are probably a thousand and one recipes for leadership, any one of which may be as good as the remaining thousand. There is one which I particularly like and take pleasure in handing on to you and for which I am indebted

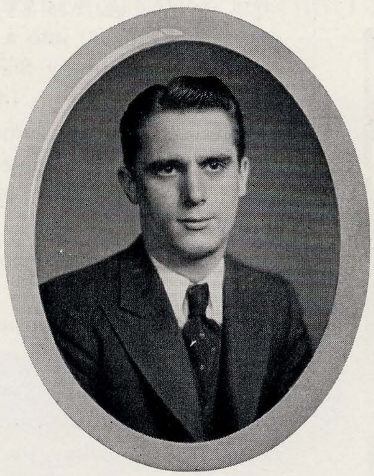
to that great leader in American business thinking, Chester I. Barnard. He breaks down the requirements for leadership into six factors. First, he names vitality. No man can get ahead; no man can compete with his competitors, and surmount the obstacles he is bound to meet in life without a good measure of vitality and power. Along with vitality goes endurance. Not only must a man have the initial power to get under way, but he must also have a tremendous reserve of endurance. The tests to which any man is subjected daily in the give and take of American business demands long hours, endless conferences, arguments, and no end of emotional strains and stresses. The leader of today must be decisive. He must have the capacity to reach decisions and once having reached them express himself and stand his ground. This is particularly true in a day and age when men are urged from all sides to compromise with expediency. Persuasiveness is another element in Mr. Barnard's recipe. This will be particularly applicable in a work such as you have chosen. You will be called upon to persuade prospective purchasers of the merits of your particular designs and interpretations of their wishes for memorials. Every sale that you try to make will call for a goodly measure of persuasion. Responsibility is Mr. Barnard's fifth ingredient. This is as true in your business hours as it is about your home and your club or other associations. Not only must men be financially responsible to maintain their station in their respective communities and businesses, they must be morally responsible. Here again in the kind of business in which you men find yourselves there is abundant reason for having a large measure of responsibility. You are intimately concerned with some of the most delicate of family relationships and memories, and it is an area in which you have a very real trust. Finally, we come to the last ingredient called intelligence. This is one of those human attributes which is almost impossible to define and yet one without which we simply cannot exist. You must be well-informed; you must know about your business; you cannot afford to be unacquainted with community, national and world affairs, in these days when we are getting smaller and smaller and any point on the globe is but a few hours from any other point.

As I predicted at the outset, in another twenty years or so, you will be faced with the fact that your worldly destiny has in large measure been fixed. From the consciousness of this hard truth may ensue a grave interior crisis, if your standards throughout the years leading up to your middle life have been senseless or empty. Those who know, tell us that the general sickness of the present day is the feeling of being stuck at middle age. It is then that the shallow resources of your daily routine are likely to become exhausted and the true meaning of life lost.

Although the ancient peoples of Greece and Italy were rude shepherds, husbandmen and fishermen, they excelled in the art of living and evolved ways of thought, modes of conduct, and forms of policy, out of which flowered a very rare civilization. A great deal can be learned by studying how the leaders of these people went about the business of upholding their social order. It was by means of exemplification in their own lives, the things they would transfer to others. Being by nature and temperament prone to expression, they recommended virtue both by writing and speaking. It is interesting to note that it was only infrequently that they resorted to any formal

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Continued from Page 55]

enactments which were enforced by penalties or rules.

Moderation, or as it was frequently called, the Golden Mean, was with them a rule of life; for example, Paul wrote to the Phillippians: Let your moderation be known unto all men. These people considered restraint and poise as particularly praiseworthy traits of human character and while sentiments, inclinations, and passions were looked upon as natural they were considered unbecoming because they transgressed the limits they had established as contrary to nature.

The Golden Mean is a veritable legacy from the ages of experience and helps us in the attainment of well being and happiness. It fosters well ordered living in which action is counterbalanced by repose, where work is counterbalanced by diversion with proper emphasis upon thought and reflection and the appreciation of things beautiful. It is in full accord with the laws of growth by reason of its seeking symmetry and proportion in the well rounded development of body, mind, and soul. While it is not the counsel of expediency, it is the guide to efficient and abiding power. It is sprung from reason; it commends doing, not over-doing nor yet doing too little. Without it, men often go to extremes and fail miserably. To you in this unusual occupation so intimately related to the beautiful of nature and human nature, I commend the application of the Golden Mean although in our present day and age and from the modern point of view it is not for all times and places. I wish you well, and I leave you confident that yours will be lives abundantly rewarded by many satisfying experiences.

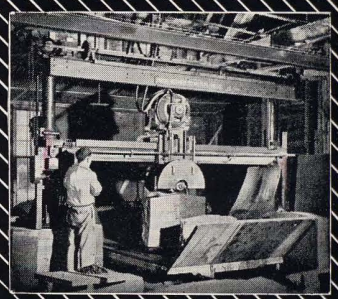
$500,000 SETTLEMENT IN N. Y. C. CEMETERY SUIT

A civil suit filed against nine officers of 250-acre Cedar Grove-Mount Hebron Cemetery in Queens, New York City, eight months ago was settled when the defendants agreed to pay back $500,000 into a permanent trust fund. This action had been brought by State Attorney General Nathaniel L. Goldstein as part of his 14-month investigation of New York cemeteries. The prosecutor's complaint had alleged that the defendents had drawn an estimated $2,268,000 in fees, salaries and dividends on stock in the "non-profit" cemetery over a seven-year period. The half-million settlement is to be used "exclusively for the maintenance of the cemetery and the benefit of plot owners."

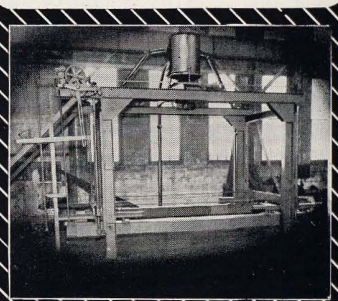
Meanwhile Mr. Goldstein has filed a new action against Nassau Knolls Cemetery and Memorial Park, Port Washington, Long Island, N. Y. The court has been asked to declare invalid the cemetery's $93,000 in outstanding certificates of indebtedness, in effect calling for stoppage of interest payments on notes and cancellation of the principal in full. According to the prosecutor, the cemetery had been incorporated in 1900 with the issuance of $15,000 in certificates. Until 1925 no interest or principal had been paid and the holders of the certificates, directors of the corporation, held the cemetery owed them $50,000 back interest and principal.

They issued themselves new certificates with a face value of $100,000 at 6 per cent, Mr. Goldstein declared, on which a sum of $131,000 in interest and $7,000 in principal has been paid since 1925. R. Buchard Hults, president of the cemetery, now owns all these certificates, the Attorney General said, on which $93,000 in principal is still owing. The complaint charges that the issuance of $100,000 in new notes was "without legal consideration and contrary to the Membership Corporation law."—*The American Cemetery.*

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BOONSLICK SOCIETY TO MEMORIALIZE EARLY PIONEERS, COL. COOPER AND WIFE

The Boonslick Historical Society, at a meeting held in Boonville, Mo., May 20, 1949, proposed the erection of a suitable memorial at the graves of Colonel Benjamin A. Cooper and his wife.

The colorful life of Colonel Cooper, possibly the foremost character who ever lived in Boonslick County, was vividly portrayed by Prof. Louis G. Johnson of Central College, this being the main feature of the evening.

The president of the society, Edgar C. Nelson, told of the present status of the Cooper graves. They are in a family burial ground on a farm near Petersburg and the gravestones originally placed have almost disintegrated.

The president was directed by the members to appoint a committee to consider the erection of a monument to the pioneers. It was also suggested that the D.A.R. chapters of Howard and Cooper Counties aid in the project.

According to the information presented, Col. Cooper was born in Culpepper County, Virginia, in 1756. Little information on his early life is available, but judging from his personal correspondence, it is doubtful if he had much formal education. By 1776, he had moved to Washington County, Virginia. In that year, he enlisted in the army as a private.

Following the war, he served on an expedition against the Indians and in 1803, when the U. S. purchased the Louisiana Territory, he headed for this new western country where he founded the settlement known as Boonslick, in what later became Howard County, Missouri.

Because Boonslick County was not recognized as within the organized territory of Missouri, they had to establish their own protection against the hostile Indians. Four forts were built, with Benjamin A. Cooper chosen commander-in-chief.

After Missouri's admission to the Union, Cooper, in 1821, successfully ran for the office of state senator.

KENTUCKY HISTORIC MARKERS COMMITTEE ORGANIZED

Late in September, the newly formed Kentucky Historic Markers Committee was to meet at Capps Coach House in Lexington to begin work on its program.

According to a reported statement by Committee Chairman Eugene Stuart of Louisville, subcommittees were to be formed for the purpose of recommending locations for permanent markers of historic places and maintenance of existing ones.

As reported, it was at the request of John A. Keck, highway commissioner, that the committee was organized.

MONUMENT FOR ROYAL NEIGHBOR HOME PLOT

A monument for the Royal Neighbor Home plot in Fairmont Cemetery, near Davenport, Iowa, is reported to have been given to the Royal Neighbors by Mrs. Alice Nash, Hopkins, Minn., a member of the board of supreme managers of the society.

A prominent figure among the Royal Neighbors of America for more than fifty years, Mrs. Nash was instrumental in the establishment of the national headquarters in Rock Island, Ill. According to the report, she has served as a supreme manager since 1917, and previously was supreme auditor, receiver, and district deputy.

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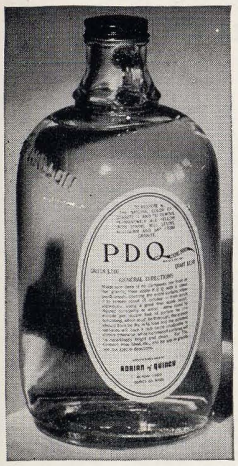
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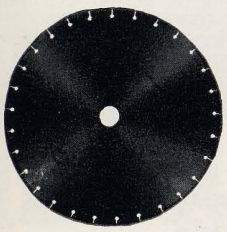
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A GREAT GENERAL RESTS IN HIS FAMILY CEMETERY

Despite the enthusiasm with which the War Department promotes its program for expansion of national cemetery facilities—the great amount of glamor which surrounds Arlington—and the widespread publicity given to the famous military figures buried there and in other national cemeteries, the majority of the nation's wartime leaders, as well as the GIs, still prefer their home-town family cemeteries for their last resting places.

This fact was again brought home on February 9th when the body of Lieut. Gen. Simon Bolivar Buckner, Jr., the highest ranking American officer in World War II to be killed by enemy fire, was buried in the family plot in Frankfort Cemetery, Frankfort, Ky., close to his father, who had been governor of his state and a general in the Confederate Army.

Lieut. Gen. Buckner, Jr., was killed on Okinawa on June 18, 1945, a few days before his 10th Army had completed the conquest of that Pacific island, and his remains were brought almost half way around the world so that he might rest in the family cemetery. The spirit of that cemetery—and other family burial places—was captured by a Kentucky newspaper man, who in describing the funeral in the Louisville Courier-Journal, wrote:

"History and nature combined to cover General Buckner's fresh grave with an aura of Kentucky's tradition and rugged beauty. The Buckner plot lies in a gentle curve at the crest of a grass-carpeted hillside. It is shaded by one giant tulip tree, a wineglass elm, a hackberry, three species of evergreen and shrubs."

How different from the regimentation—the strict formality—the coldness—of the average national cemetery!—From *The American Cemetery,* April 1949.

RANNUS MEMORIALS, NOW BRANCH BROOKLYN MONUMENT COMPANY

The Brooklyn Monument Company at Ninth Avenue and Twentieth Street, at the entrance to Greenwood Cemetery, Brooklyn, N. Y., was originally organized on January 15, 1929, by John Hakola, Wayne E. Hakola and Walter C. Ahlfors.

John Hakola, whose specialty was carving and designing, also is reported to have been a good organizer and plant superintendent. According to the records he was one of the organizers of the former Swomi Granite Company of Quincy, Mass., and the former Chester Granite & Polishing Company of Chester, Mass.

After the death of John Hakola in 1936, the Brooklyn Monument Company was continued by the remaining partners, Wayne E. Hakola, his son, and Walter C. Ahlfors, both of whom are reported to have spent their entire lives in the industry. For a time they were connected with the business in Chester and other granite centers.

Now a branch has been added to their present holdings. On September 1, 1949, as reported, the Rannus Art Memorial Studio was acquired. This was formerly owned by the late Waldemar Rannus and more recently by Hilda E. Rannus, his widow.

The new branch is located at the main entrance to Woodlawn Cemetery in New York City and will be called Rannus Memorials, Branch of Brooklyn Monument Company. Mrs. Mildred Philip, who has spent a number of years in the monument business, is branch manager.

SOUTH AFRICAN VISITORS IN BARRE

Combining business and pleasure, Mr. and Mrs. Leslie W. Walwyn of Johannesburg, South Africa, arrived in this country in September for an extended tour. According to the report, Mr. Walwyn is especially interested in mining and quarrying equipment. They both visited the quarries and several granite plants in the Barre area and planned to visit Proctor and Rutland as well.

This is their first visit to this country. Before going to New England they toured the middlewest and the Chicago area. They also visited quarries in New Hampshire.

Mrs. Walwyn found much of interest in the customs, conditions, prevailing prices, and the geography of the country. They visited Mt. Mansfield and were much impressed with the scenery at this timely season of the year. They said that the weather at present is typical of that following the rainy season in South Africa. They plan to return at the end of this month.

SCULPTORS WIN FIGHT IN HARTFORD, CONN.

A 12-year battle over the form that the $454,000 Ella Burr McManus Memorial should take has ended with a major victory for the nation's sculptors over the Connecticut Commission on Fine Arts. The commission had sought vainly and stubbornly to get court permission to spend the money for a much-needed new Hartford public library building.

In a decision on July 25, 1949, Judge Edward J. Daly of the State Superior Court in effect ordered the commission to hire a sculptor immediately to design the costly memorial. Under the terms of Mrs. McManus's will, which established the memorial fund, the sculptor must be "the most competent and gifted" that the commission can find. The commission administers the fund.

Henry F. Ludorf, chairman of the Commission on Fine Arts, indicated that the long struggle was over. He said he would call a meeting of the commission soon to choose a sculptor as professional adviser for the project. The adviser, he said, will be selected from a panel of three nationally-known sculptors suggested by the National Sculpture Society.

The memorial, one of the largest sculptoring commissions available in the country today, will be erected in an as yet undesignated part of the city—perhaps on the spacious grounds of the golden-domed state capitol.

WILLIAM F. KREKE APPOINTED SUPERINTENDENT INDIANA MONUMENT

The Indiana governor, Henry F. Schricker, on May 26, 1949, named William F. Freke, Terre Haute, superintendent of the Indiana Soldiers' and Sailors' monument to succeed Wilson C. Oren, Indianapolis.

One-time member of the Monument Board of Control, Mr. Kreke is also a former State Commander of the Spanish-American War Veterans.

NEW INCORPORATIONS

The following charters have been reported as being granted recently: Memorials, Inc., Owensboro, Ky., capital stock $25,000, tombstone markers. Incorporators, Dr. John S. Oldham, James A. Kincheloe and C. D. Watson.

A charter was also granted to the Greenville Monument Company, Greenville, S. C., to sell monuments and associated items. Capital stock, $1,000; J. T. Ford, president.

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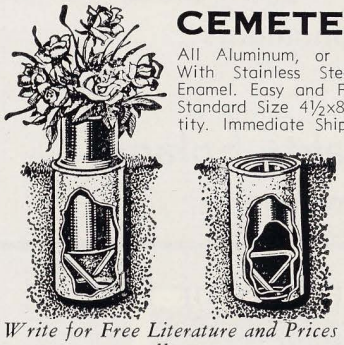
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NEWLY ELECTED OFFICERS OF M.B.A.
ON PAGE 26



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HENLEY SPEECH . . .

Continued from Page 30]

and loved ones visited the tomb. As they approached the entrance they saw the door standing open and they saw there inscribed on a stone tablet, "He is not here, He has risen." So I say to you that it is not being like Christ not to have a monument. The story does not tell us, but I imagine the monument dealer in that small town had already made his lay-out for what was to be inscribed on the tomb, and as I go into his workshop I see a lay-out reading thus: "Jesus, King of the Jews." Wouldn't you like to read the balance of that epitaph? We speak of sentiment—I believe this is where we would find sentiment.

During the convention we are going to elect the officers and directors for another year, whose duties it will be to carry on the Association. We need leadership and we need guidance. I believe in the years 1949-50 history will be made for the memorial dealer. We are depending upon you men to guide us. Yes, I say we need leadership. I recall another story from the cook. I see a man small in stature. His clothes are threadworn, his hair down to his shoulders, his face is sun-burned. He is coming down the marble corridor and as he enters the large room I hear his bare feet as they meet the marble floor. As he walks up to the King, with a stammer of speech he says, "Pharoah, Pharoah, I say let my people go." You know how the story goes on for years.

Gentlemen, again I say to you, we need leadership and I sincerely trust and pray that the leaders of our Association for the ensuing year will be guided with that invisible hand and have the faith and trust of that outstanding leader, Moses. And when we meet again at our convention in 1950 that we can say to you as our leaders, "Well done our good and faithful servants."

SHAW SPEECH . . .

Continued from Page 32]

this type of symbolism, but also in our more standard line of designs, there should be a complete appeal, simple and down to earth explanation of the meaning of each design printed on the back of every picture. As Charles Bone says, "Let us keep the cemeteries from becoming an impersonal collection of standardized slab type monuments."

And lastly we believe the national association, the Barre Granite Association, and others need advertising and publicity in our press urging the public to patronize only established and responsible monument companies. The country is literally flooded with ignorant agents who know nothing about the monument business, and yet sell too many meaningless monuments.

These are our considered thoughts and opinions. We hope that something can be done about them during this convention.

GRAHAM SPEECH . . .

Continued from Page 31]

When and if you succeed by election or appointment to any office or appointment to a committee in any organization or in government, see to it that you contribute something constructive—let it be said of you that you are not only able but that you really are capable of contributing constructive intelligent leadership. I hope you will pardon at least one personal reference resulting from personal experience. To illustrate only one of many, many possibilities within your grasp if you take seriously the suggestions I have outlined to you and really do something about it.

I live in a city of some 35,000 population near which is located one of those "bury me and try and find me" cemeteries commonly known to you as a memorial park cemetery. The main city cemetery is municipally operated and every time there was a change in administration we had a new cemetery superintendent with no previous experience—a definitely unsatisfactory situation from the viewpoint of the public generally, also for us in the monument business.

During my 14 years as Republican Central Committee Chairman, I decided to do something about it. My first move was to sell my competitor on the idea of running for central committeeman in his precinct as a build-up for the next but important step which was to bring him out as a candidate for city council in his ward. After his election, having also elected a friendly president of council, he somehow found it practical to appoint this competitor, chairman of the cemetery committee.

During this term in council, the council conceived the idea that the superintendent of our city cemetery should be placed under civil service thus avoiding this constant change of superintendents. The Civil Service Commission having been appointed by a friendly mayor, we wound up with a permanent appointee who when any thought of a grass marker section comes up for consideration has a happy faculty of opposing the idea.

To sum up, ladies and gentlemen, it should be abundantly obvious to you that you must get your star out from under that basket—you simply cannot selfishly bury yourself in your business and succeed as well or with as much pleasurable ease. You are no different than that unfortunate chap who gets his nose so close to his selfish viewpoint that he fails to see the forests because of the trees.

Assume your full share of community responsibility willingly both from the standpoint of personal service and financially, and you automatically inherit that enviable position in your community where when people think of monuments they think of you.

In conclusion, I want to leave with you this slogan which never fails—

HE PROFITS MOST, WHO SERVES BEST

AN ANNOUNCEMENT FROM W. V. SCHERMERHORN

W. V. Schermerhorn, Evanston, Ill., veteran salesman of the monument industry, has a record of many years of service and a wide acquaintance in the field.

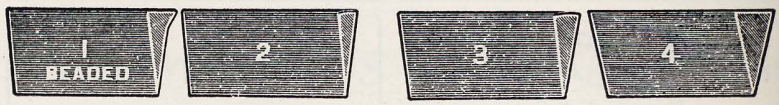
Among the firms represented by Mr. Schermerhorn was the Liberty Granite Company, Inc., of St. Cloud, Minn. According to his announcement, he will no longer be associated with the St. Cloud firm but will carry on as usual with his other connections.

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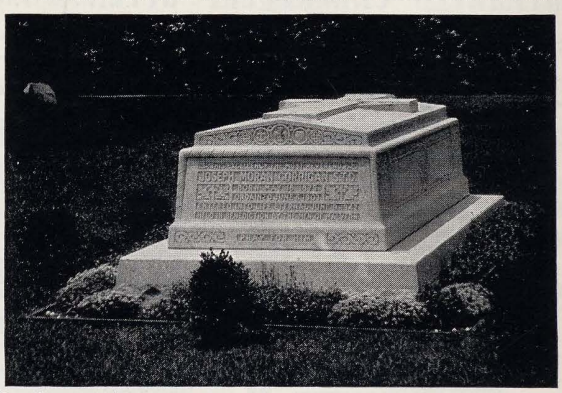
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News From Our Advertisers

Continued from Page 6]

ROCK OF AGES PROMOTES ADVANCE-OF-NEED SELLING

Estimating that of every 1,000 burials in a community, memorials will be purchased by at least 500, the Rock of Ages Corporation, Barre, Vermont, is reported to have prepared a series of letters designed to stimulate sales of cemetery burial estates and memorials. Favorable consideration of advance-of-need preparation is urged before bereavement makes these steps much more difficult.

The booklet, "How to Choose a Family Memorial," also furnished by Rock of Ages, is an aid in furthering this program.

VERMONT MARBLE COMPANY HOST TO BARRE SCHOOL OF MEMORIAL ART

An invitation extended by the Vermont Marble Company, Proctor, Vermont, to the students in the Barre School of Memorial Art, Barre, Vermont, resulted in an interesting and profitable tour on October 6, 1949.

During the morning the students visited the famous marble exhibit and the plant. After an enjoyable luncheon served to the entire group, the class toured the famous Danby Quarry in the afternoon.

MR. AND MRS. W. J. BECK IN EUROPE

Late in September, Mr. and Mrs. W. J. Beck of Barre, Vermont, sailed on the "Queen Elizabeth" from New York City and were to land at Cherbourg, France.

It is reported that they planned to meet their daughter, Mrs. David Graham, in Paris, and then go to Bamberg, Germany, to spend a month at the home of their daughter and her husband, Capt. Graham.

Before returning to this country, the plan is to visit and tour other European countries.

Mr. Beck is vice-president of Beck & Beck, Inc., granite manufacturers of Barre, Vermont.

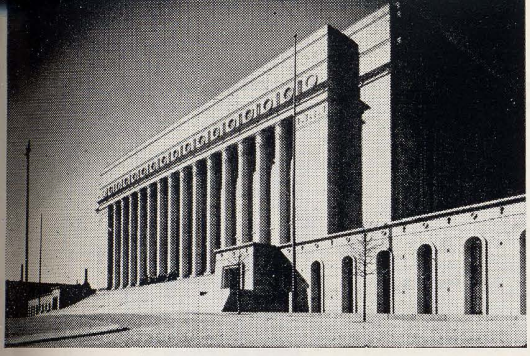
ALVA T. HOWE ELECTED PRESIDENT OF THE NATIONAL ASSOCIATION OF MARBLE DEALERS

At the close of the annual convention of the National Association of Marble Dealers, October 1st, at Colorado Springs, Colorado, it was announced, according to reports, that Alva T. Howe had been elected president of the association.

Mr. Howe is vice-president and general sales manager of the Vermont Marble Company of Proctor, Vermont.

JOSEPH A. AJA, DESIGNER WITH JONES BROTHERS COMPANY

Joseph A. Aja of Barre, Vermont, recently joined the personnel in the Boston, Mass., office of Jones Brothers Company. According to the report, Mr. Aja, who has served as draftsman in their Barre office for some time, goes to the Boston office in the capacity of designer.



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Obituary Record . . .

AUGUST JOHNSON

August Johnson, 83, died at his home near Farmington, Missouri, September 11, 1949, from a heart attack.

Born in Sweden, Mr. Johnson came to this country at an early age. He lived in New England as a young man where he learned the granite trade.

Later, moving to Missouri, he became superintendent of the Schneider Granite Company near Graniteville. After being a quarry operator for a number of years, he established the Standard Monument Company, a retail business on St. Charles Road in St. Louis.

In 1935, Mr. Johnson purchased a tract of land in St. Francois County, which he developed as the Missouri Granite Corporation, quarrying and finishing Coral Pink and Rose Pearl granites.

Mr. Johnson was buried in St. Louis, in Valhalla Cemetery, where he had placed so many monuments.

JOHN F. BIERLIN, SR.

John F. Bierlin, Sr., owner of the Roslyn Monumental Works, Roslyn, Pa., died August 20, 1949, at the age of 75 years.

Mr. Bierlin, who was a Mason, is survived by his widow, Mrs. Elsa H. Bierlin; two sons, John Bierlin, Jr., and Raymond Bierlin, both of Roslyn; and a daughter, Mrs. Warren V. Tyron of El Cerito, California.

WILLIAM Q. POTTER

William Q. Potter, 67, died September 28, 1949, at Daytona Beach, Florida.

Mr. Potter was owner of the W. Q. Potter & Son Memorial Company, Niles, Ohio, until two years ago when he went to Florida. Services were held in Niles.

Surviving are his widow, Mrs. Fay Potter; two daughters and three sons, Mrs. Helen Barnhart and William Q. Potter, Jr., of Findlay; Mrs. Fay Coupland, George D. and John W. Potter of Niles.

MRS. ARTHUR OSGOOD

Mrs. Arthur Osgood, wife of Arthur Osgood of the Osgood Monument Company, Amarillo, Texas, passed away September 30, 1949.

Mr. Osgood has been interested for many years in local and national affairs of the monument industry, according to recent reports.

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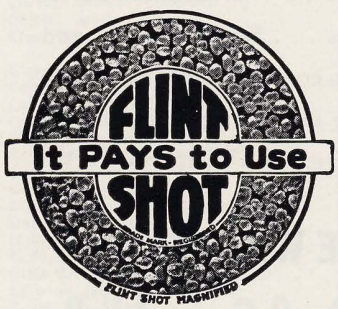
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Keeps dust out of nose. Handy as pair of glasses. 9 sq. in. filter. Weighs only 1 oz. *Order Today!*
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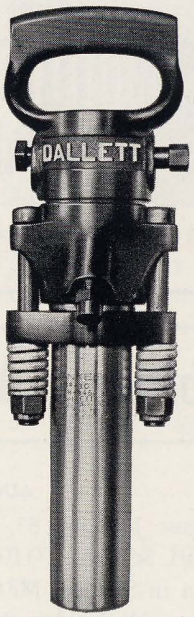
No Matter Its Condition!

Just send us your old drill and tell us which of these two Dallett Plug Drills you want. Either model is $85.00. The $20.00 credit offer applies to either.

The Yankee B is well known to the industry; it has a great reputation for rugged wear, low upkeep.

The SR-10 is a newer design which has already won its share of merit. Recoil springs absorb some of the shock of its heavy blows.

Both Plug Drills are year round work-horses in shed or quarry. Nothing wastes time and air like an anemic old drill. Turn it into money now.



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Stewart Chain Link Wire Fence and Entrance Gates . . . Plain and Ornamental Iron Fence and Entrance Gates . . . Gateway Arches . . . Bronze Memorial Tablets . . . Grave Markers . . . Steel Settees, and other Stewart products are in constant demand. Write today for new catalogue and familiarize yourself with Stewart products for cemeteries and memorial parks.

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IGNACIO ESTIVILL APPOINTED SUPERVISOR FOR BARRE GRANITE APPRENTICE PROGRAM

Since November 1948, Ignacio Estivill has been acting as supervisor of the Barre Granite Apprentice Program, replacing Andrew Mitchell who resigned because of his health. Mr. Estivill was appointed by the school board upon recommendation of the Joint Apprenticeship Committee.

The program is under the general sponsorship of the State Apprenticeship Council and the local joint Apprenticeship Committee.

A large number of the apprentices being veterans, they come under the G.I. training program, and the local board is officially responsible for appointing the supervisor.

Mr. Mitchell was the first supervisor under the present apprenticeship plan and served from December 1946 to November 1948.

KNOTT-HARDING NUPTIALS

In an elaborate garden ceremony at the home of the bride's parents, Mr. and Mrs. R. E. Harding, Ft. Worth, Texas, Miss Sue Harding was married September 28, 1949, to Morgan C. Knott, Jr.

Mr. Knott of the Ft. Worth Monumental Works, Ft. Worth, and son of M. C. Knott, is a graduate of SMU, and taught in the Music Department there for five years prior to entering the Army.

Plans called for a honeymoon in New York City.

CLASSIFIED ADVERTISING

MONUMENTAL NEWS-REVIEW
429 Franklin Street, Buffalo 2, N. Y.

RATES for classified advertisements are 5c a word, in advance, minimum price 50c; 15c extra for replies sent in our care; count your words, including heading and signature, and send money with order, as we cannot bill or open account for these many small transactions. No receipts sent; the insertion of advertisement is your receipt. Advertisements in bold face type 10c a word.

ART GLASS MAUSOLEUM WINDOWS

ART GLASS MAUSOLEUM WINDOWS—Send for our booklet of Mausoleum Designs. **Flanagan & Biedenweg Studio, 3754 N. Wilton Avenue, Chicago 13, Ill., Est. 1883.**

BUSINESS OPPORTUNITY

EXCELLENT BUSINESS OPPORTUNITY. An opportunity to purchase a substantial interest in a well established monumental company doing business in the same location for over seventy years is now offered to an experienced man capable of assuming control and full responsibility of the company. Kindly address your reply to **"Box 630" c/o Monumental News-Review.**

CEMENT

IMPORTED GERMAN STONE CEMENT—Repairs Marble, Granite, 1 Kilo can $5.00, F.O.B. Medford, also extra liquid or powder. **Chester H. Moulton, Medford, Massachusetts.** Prices subject to change without notice.

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DESIGNS
L. ORSINI
118-40 Metropolitan Avenue, Apt. 4-H
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For 25 years a specialist in watercolors, pencil, ink. Full size details, etc. of Monuments and Mausoleums. **Prompt and reasonable.**

DESIGNER: MAX NITSCHMANN
946 Wilson Avenue, Columbus 6, Ohio

Special Designs in colors, ink, pencil. Full Size Details, Sketches of Monuments and Mausoleums. Reasonable, prompt.

EQUIPMENT FOR SALE

PYRAMID NOZZLES ARE IN STOCK for immediate shipment, as well as various types of adhesive stencil. **George Pfaff, Inc., 10-61 Jackson Avenue, Long Island City, New York, and Elberton, Georgia.**

ONE MEDIUM SIZE SURFACE MACHINE with suction. One Polishing Machine. Both in good condition. **Inquire Ahl's Memorial Works, 23 W. Main Street, Lancaster, N. Y. Lanc. 1523.**

MONUMENT TOOLS AND MACHINERY for sale cheap, to be moved off lot. Selling on account of health and age. **See or write me. R. I. Holder, Denison, Texas.**

FOR SALE

Retail Monument Business in good location, and good stocks. Owner retiring. Price reasonable. **Address Vassar Monument Works, H. E. Conner, Prop., 429 East Huron Street, Vassar, Mich.**

WESTERN STYLE BARRE GRANITE SLANT MARKERS. Write for Prices and Specifications. S. L. Garand & Co., Montpelier, Vt.

RETAIL OR WHOLESALE MONUMENT SHOP. Established over 30 years in the Chicago area. Well equipped shop with all necessary equipment to operate shop efficiently. Can be purchased with entire stock, or part of stock, or no stock. Price very reasonable. Write **"Box 626" care of Monumental News-Review.**

MONUMENTAL BUSINESS—WESTERN NEW YORK STATE. City of 17,000; established twenty years; fully equipped show room and office; owner operator; well known; $5,000 stock; low overhead; for quick sale, $9,000. **Apple Company, Brokers, Cleveland, Ohio.**

AN OLD ESTABLISHED AND WELL PAYING RETAIL MONUMENT BUSINESS. Located in a city of 18,000 population. Will sell entire plant. Or, will sell stock and machinery at invoice price and lease the real estate. Reason for selling: Owner's age and his desire to retire. **Write, E. G. Williams, 801 East 3rd Street, North Platte, Nebr.**

TEN TON BOOM DERRICK complete with hoist, ropes and all necessary gear. Good condition. **Modern Granite Co., Barre, Vt.**

FUNERAL HOME OPPORTUNITY

FUNERAL HOME OPPORTUNITY in Tampa. For location and excellent buildings, write **A. L. Franklin, 402 W. Columbus Drive, Tampa 3, Fla.**

HELP WANTED

MAN TO TAKE CHARGE OF SHOP in one of larger cities on east coast. Must be all around mechanic. Prefer a man who could sell in owner's absence. Good salary, bonus and other concessions. Splendid opportunity for right man. Can arrange housing. Write **"Box 624" care of Monumental News-Review.**

EXCELLENT OPPORTUNITY FOR STONE CUTTER. Working conditions the very best. New equipment throughout the plant. Guaranteed employment 52 weeks each year. **Mike Miller Monuments, P. O. Box 404, Marion, Indiana.**

ONE GRANITE CUTTER and one all around granite cutter who can also sharpen tools. Good wages and steady work. Excellent climate. Write or wire, **Superior Academy Granite Company, Box 68, Clovis, California.**

LETTER AND STONECUTTER, year around job, perfect working conditions. Largest retail shop in Indiana. **Wearly Monuments, 404 Kilgore Ave., Muncie, Indiana.**

COMBINATION LAY-OUT MAN who can cut some granite. Top wages. Steady work. Located in Houston, Texas. **Write "Box 635" c/o Monumental News-Review.**

WANTED
MEN or WOMEN
to make
AIRBRUSH RENDERINGS
Good Pay—Steady Work
Write "Box 633" c/o Monumental News-Review

MACHINERY FOR SALE

We have several second hand surfacing machines at attractive prices. Address **BICKNELL MFG. CO., Rockland, Maine.**

CHICAGO PNEUMATIC SINGLE STAGE BELT DRIVEN AIR COMPRESSOR, 100 lbs. to square inch, piston displacement 529 cu. ft. per minute. Like new and completely overhauled, to sell at a bargain. **Jones Monumental Works, St. Cloud, Minn.**

MARKERS FOR SALE

WESTERN STYLE BARRE GRANITE SLANT MARKERS. Write for Prices and Specifications. **S. L. Garand & Co., Montpelier, Vt.**

PARTNER WANTED

IF YOU ARE A RETAIL MONUMENT SALESMAN, honest-sincere-ambitious, an old established retail concern would like to have you as a Partner in their business. Write for an appointment. "Box 638" care of Monumental News-Review.

POSITION WANTED

DESIGNER-SALESMAN—Graduate of Barre School of Memorial Art desires position with successful retail firm. Finished sketches, renderings also estimating, layout, stencil cutting, blasting and selling. Prefer Mid-Western states. **M. L. Wise, 172 Washington St., Barre, Vt.**

SALESMAN WITH GOOD EXPERIENCE wants to locate in Dakota's, Montana, Oregon, Washington, Colorado. Will buy if favorable. State your proposition in detail. **Write "Box 634" c/o Monumental News-Review.**

SALESMEN WANTED

DEALER PROPOSITION AVAILABLE. No capital needed—car essential. Largest retailers in the world. Quarriers and manufacturers. **Delano Granite Works, Inc., Delano, Minnesota.**

SALESMAN WANTED TO REPRESENT WELL-KNOWN BARRE MANUFACTURER in New York State (excluding New York City), Pennsylvania and Eastern Ohio. Experienced salesman only. **Write Monumental News Review c/o Box 636.**

WHOLESALE SALESMEN WANTED—SEVERAL TERRITORIES STILL OPEN IN SOUTH AND SOUTHWEST. Quarriers and manufacturers. **Minnesota Granite Industries, Delano, Minnesota.**

WHOLESALE SALESMAN wanted. Commission basis. Well-known Barre manufacturer. For particulars write **Box 625, c/o Monumental News-Review.**

SALESMEN WANTED TO REPRESENT MANUFACTURER of colored granites. **Write P. O. Box 191, St. Cloud, Minn.**

Salesman to represent Barre Granite Manufacturers. All inquiries confidential. **Write Box 388, Barre, Vt.**

EXPERIENCED SALESMAN FOR LONG ESTABLISHED BARRE MANUFACTURER for Michigan, Northern Indiana and Western Ohio. **Write Monumental News-Review c/o Box 636.**

EXPERIENCED SALESMAN—must be married, to represent well established New York City firm, retail sales. Strictly commission basis. **Write "Box 631" c/o Monumental News-Review.**

SEVERAL OPENINGS FOR WHOLESALE SALESMEN to sell an outstanding colored granite which has national acceptance. If interested in increasing your earnings with this moderately priced, fast selling monumental line, write **"Box 632" c/o Monumental News-Review.**

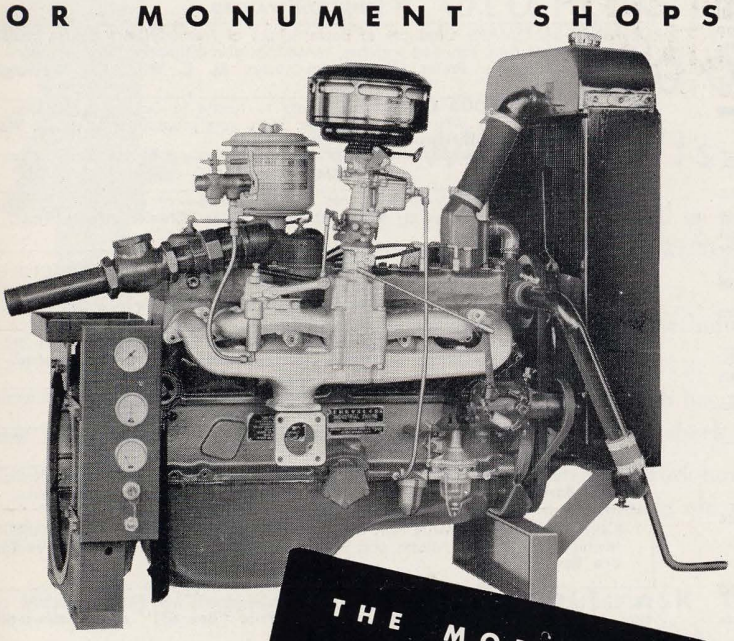
LONG ESTABLISHED WELL-KNOWN BARRE MANUFACTURER wants experienced salesman as representative in Texas. **Write Monumental News-Review c/o Box 636.**

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Low Cost Compressed Air

FOR MONUMENT SHOPS



Mount it in your shop . . ready to use at all times!

The Model 70 Smith Industrial Unit is proving popular with monument shops everywhere. Practical, serviceable . . . it provides a handy source of compressed air, with ample power for a variety of needs . . . stone lettering, cutting, surfacing, cleaning, etc.

The Model 70 is built with the famous Chrysler Industrial Engine—with 3 cylinders for power, 3 for compression. It is ready to operate after mounting on foundation and connecting to your air receiver, gasoline supply, battery and exhaust outlet. A natural gas carburetor is available to provide the lowest possible operating cost. Equipped with starter, generator, governor, pilot valve, cooling system, instrument panel and all wiring except battery cables. Engine parts available at Chrysler, DeSoto and Dodge truck dealers.

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The famous Model R-60 Is also available with rebuilt Model A Ford engine. Thousands of these low priced, economical compressors are giving satisfactory service to Monument dealers and cemeteries all over the world.

The Smith Compressor Head and accessories can be furnished for assembling on a Model A Ford block for a stationary or special compressor with 60 cubic feet capacity.

GORDON SMITH & CO.
INCORPORATED
470 College Street — Bowling Green, Ky.

. . . *Not So Editorial*



"CROSSTICKS" OR REVERSE VISION?

The above photo was sent to us by Rutherford B. Hayes, popular Buttura & Sons salesman.

SIC TRANSIT GLORIA MUNDI

On Sept. 12th last a forty year dream of at least a few citizens of Elizabeth, N. J., came true when a granite and bronze memorial to General Winfield Scott, hero of the War of 1812, the Mexican War and the Civil War, was erected. The project was initiated in 1907 and called for $25,000. In five years $601.12 was collected and compound interest brought this to over $1,600 by 1948 when the actual building of a memorial was ordered. The General's former home was razed several years ago and now is the site of a service station without even a commemorative placque.

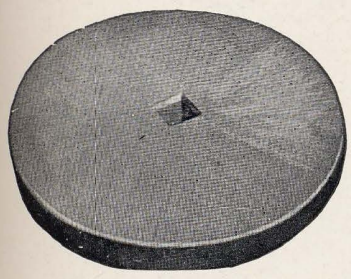
TIN OXIDE IN THE NEWS

From the Dawson-Macdonald Co., of Boston, Mass., comes news of an international squeeze play on tin, which is currently being aired by several Washington, D. C., news services. It seems that money is still money with the British and their time proven policy of realism in business politics is now being followed in dealing with their tin production in Malaya and the East Indies. Tin allegedly is being used as a pawn in the search for more dollars (as well as rubber). The implied threat is, of course, selling to Russia or higher prices from the U. S., currently interested in stocking this strategic material through the National Security Resources Board. This despite a previous British-American agreement barring sales of strategic materials to Russia.

E. H. Whitaker

D m PRODUCTS

D-M GRINDSTONES



Better than ever! Any size! Prompt shipment from Quarry No. 11.

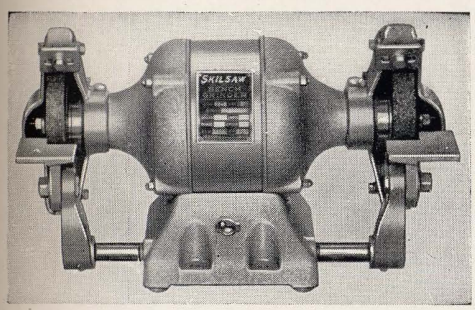
We have the Grindstone Fixtures, either wood or steel.

D-M GRINDING WHEELS

For grinding standard tools, order our Natalite Wheels. For grinding Carbide-tipped Tools, order our Natalon Vitrified Wheels.

BAND IRON

Immediate shipment now on either 5/8" or 3/4" wax coated Band Iron that will not rust or stain.



D-M BALL BEARING BENCH GRINDERS

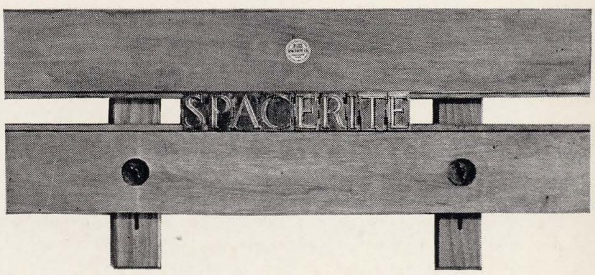
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EMBLEMS FOR EVERY ORGANIZATION AND FRATERNITY TO ADD TO YOUR SPACERITE SYSTEM

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The emblems are 4" high and the width varies from 4" to 4½" —depending on the emblem. Price—$2.50 per emblem.

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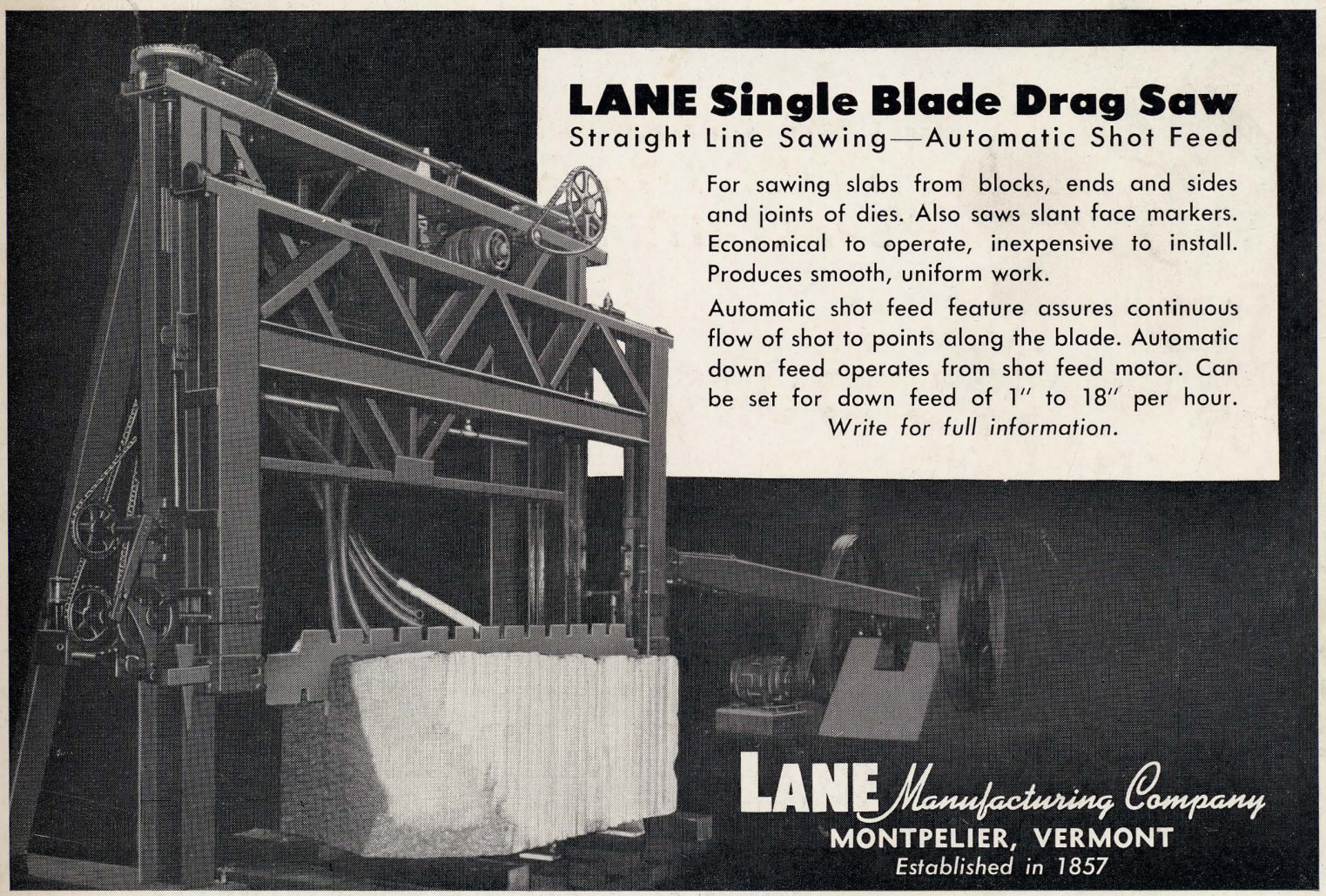
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